

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XI. NEW YORK, DECEMBER 19, 1894.

No. 25.

November Circulation

...OF THE...

ST. LOUIS REPUBLIC.

St. Louis, October 31, 1894.

Chas. W. Knapp, General Manager of THE ST. LOUIS REPUBLIC, being duly sworn, says the actual number of full and complete copies of the DAILY and SUNDAY REPUBLIC printed during the month of October, 1894, all in regular editions, was as per schedule given below:

Days.	Copies.	Days.	Copies.
1.....	52,960	17.....	52,950
2.....	55,230	18.....	52,560
3.....	56,425	19.....	54,410
4.....	53,830	20.....	56,670
5.....	53,880	21.....	*70,285
6.....	57,835	22.....	51,400
7.....	*69,595	23.....	52,440
8.....	52,690	24.....	52,450
9.....	53,410	25.....	51,880
10.....	52,970	26.....	52,800
11.....	52,810	27.....	56,875
12.....	52,930	28.....	*70,645
13.....	*6,645	29.....	52,240
14.....	*68,030	30.....	52,520
15.....	51,980	31.....	53,040
16.....	53,020		

Total for month..... 1,727,405

** Less deductions..... 118,749

Total sold..... 1,608,656

Daily average net circulation..... 51,892

*Sunday.


** All copies spoiled in printing, left over and returned unsold are deducted so as to give the net circulation reaching actual readers. CHAS. W. KNAPP.

(Seal.) Sworn to and subscribed before me this thirty-first day of October, 1894.

My term expires Sept. 7, 1898.

JOSEPH G. HOLLIDAY,

Notary Public, City of St. Louis, Mo.

 The Daily Average NET GAIN in November over the preceding month was 442, or 13,260 for the month.

RATES QUICKLY FURNISHED BY

THE REPUBLIC, ~ ~ ST. LOUIS, MO.

Or at New York Office, 146 Times Building.



ATLANTIC COAST LISTS

They Reach
The
Country
People

They reach the people whom the Dailies and Magazines do not reach. There are millions of them. They don't need the Daily papers and they don't read the Magazines.

Their Local Weeklies are filled with news, together with instructive and local matters which especially interest them. They read, and thoroughly too, from end to end, these Local Weeklies.

1400 Local Country Papers.

HALF A CENT A LINE A PAPER FOR TRANSIENT ADVERTISING.
QUARTER OF A CENT IF 1000 LINES ARE ENGAGED.
ONE ELECTROTYPE, ONE ORDER, DOES THE BUSINESS.

 HALM

134 LEONARD STREET, NEW YORK

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XI.

NEW YORK, DECEMBER 19, 1894.

No. 25.

CROWNER'S QUEST LAW IN THE P. O. D.

The Year Book issue of PRINTERS' INK was excluded from the mails as second-class matter in accordance with order No. 412, issued by the Postmaster-General, dated Dec. 4, 1894, which is to the following effect:

Office of the
POSTMASTER-GENERAL.
WASHINGTON, D. C., Dec. 4, 1894. }

Order No. 412.

It is hereby ordered that whenever the general character and manner of issue of a periodical publication is changed in the interest of the publisher, or of an advertiser or other person, by the addition of unusual quantities of advertisements, or of matter different from that usually appearing in the publication, or calculated to give special prominence to some particular business or businesses, or otherwise—especially where large numbers of copies are circulated by or in the interest of particular persons—or where there is to be an excessive number of alleged sample copies mailed, or where the issue is to be sold at a special and different price than that charged for the customary issues, the second-class rate of postage will be denied that issue; and if there be repeated instances of such irregularities, the publication will be excluded from the mails as second-class matter.

(Signed)

W. S. BISSELL,
Postmaster-General.

Any one who should take occasion to note the application of this order to the issue of PRINTERS' INK of Nov. 28 will observe that, as a matter of fact, it does not apply at all. Read the opening clause:

"It is hereby ordered that whenever the *general* character and manner of issue of a periodical publication is changed in the interest of the publisher, or of an advertiser, or other person."

Note that it is not the character, but the "general character"—whatever that may be—that is to be changed.

Note also that the change is to be "in the interest of the publisher, or of an advertiser or other person." It is evident that down to this point the order has only said:

"Whenever the character and manner of issue is changed."

Observe that a change of the charac-

ter is not interdicted, unless the "manner of issue" is also changed. What these words concerning the manner of issue mean is not easy to discover.

It goes on to state the way in which interdicted changes may become possible:

"By the addition of unusual quantities of advertisements."

By the addition of unusual quantities "of matter different from that usually appearing in the publication."

By the addition of unusual quantities of advertisements, or of matter "calculated to give special prominence to some particular business or businesses, or otherwise."

This would seem to interdict the insertion of additional matter of any sort in a publication carried in the mails at second-class rates, and "especially" is this condition objectionable in cases "where large numbers of copies are circulated in the interest of particular persons—" "or when there is to be an excessive number of alleged sample copies mailed."

Observe that the objection here is not to mailing an excessive number of sample copies, provided they be really such; but the objection is to circulating copies that are "alleged" to be sample copies. This distinction is important, because the law permits sending an unlimited number of sample copies.

Observe also the objection to "large numbers of copies circulated by or in the interest of particular persons."

To mail any desired number of sample copies for the purpose of obtaining subscribers or advertisements is not interdicted, and the existing law—a bad one doubtless—gives every publisher the right to mail as many of these as he desires—whether ten or ten millions.

The order proceeds to enumerate one more specification, which will exclude a publication from the mails as second-class matter. It is this:

"Or when the issue is to be sold at

a special and different price than that charged for the customary issues."

This is the only clause of the order that hits the issue of PRINTERS' INK for Nov. 28.

The character of that issue was the same as that of other issues; there were, however, more pages, and the outside pages were blue.

In that issue the quantity of advertising occupied less than 47 per cent of the total number of pages, while in the ordinary issues the advertising pages are about 55 per cent of the total number.

The reading matter not only was not "different from that usually appearing in the publication," but—on the contrary—all the reading matter that appears to the Post-Office Department to be different had previously appeared in the regular issue, being only changed by correcting errors, and the adoption of a uniform arrangement, and setting the whole in Long Primer instead of Brevier.

Nothing in the interdicted issue of PRINTERS' INK was calculated to give special prominence to some particular business any more than the contents of any edition of any publication, with which the publisher has taken special care, and upon the production of which he has incurred unusual expense, is likely to contain a reasonable proportion of self-laudation and self-congratulation. It was thought a specially valuable issue of PRINTERS' INK, and its excellence was relied upon to largely increase the subscription list.

On the regular mail list of PRINTERS' INK there appeared, Nov. 28th, 21,067 names. The number of copies printed of that issue was 23,000. Of these, 500 were sold to one patron, who bought them for his own purposes, to be distributed by himself in his own way. The London agent of PRINTERS' INK was entitled by contract to receive 500 copies. There was, therefore, only a surplus of 933 copies available for sale "at a special and different price than that charged for the customary issues."

The order excluding from second-class rates "an issue to be sold at a special and different price than that charged for the customary issues," throws out such publications as the Christmas editions of *Puck*, *Judge*, *Life*, and doubtless many others. It will exclude the almanacs of the New

York *World*, *Sun* and *Tribune*. It is, however, something of a hardship to have PRINTERS' INK, of Nov. 28th, excluded on an order that was not issued until ten days after the issue of PRINTERS' INK, to which it is applied, was offered for mailing.

The Honorable the Postmaster-General, Mr. Wilson S. Bissell, is a lawyer of eminence and knows how to write English. That he signed order No. 412 no one will deny. That he composed it or the matter in his late annual report referring to second-class mail matter no friend of his would either assert or admit.

The Post-Office is a great business—an enormous machine. The Postmaster-General is in absolute control. He is, as ex-Postmaster-General Thomas L. James said in PRINTERS' INK for Dec. 12th, an autocrat. No court will review his decisions or right any wrong committed by him.

The average official life of a postmaster-general, however, is only about eighteen months. He comes out of a totally different position and expects shortly to retire again to the same. While in office he may desire to do well and make his mark; but he finds himself hedged about by laws, by usages, by red tape, by politics. His recommendations to Congress are neglected, or ignored; he has about as much real power as the lion in the fable confined by the meshes of the net. The question whether the New York Postmaster may buy a broom or whether PRINTERS' INK may appear with a blue cover is actually decided by some clerk with moss-grown intellect. It was so in Mr. Wanamaker's time, is so in Mr. Bissell's time, and will probable not be much better when the editor of PRINTERS' INK is called upon to make a trial of what he can do as Postmaster-General under a future administration.

LATER.

ORDER SUSPENDED TO LET IN THE CHRISTMAS "PUCK" AND THE ALMANAC EDITIONS OF THE DAILY PAPERS.

In the New York *Herald* of Sunday, Dec. 9, under the heading of "By Telegraph to the *Herald*," from its bureau, corner 15th and G streets, Washington, one may read as follows:

An order issued several days ago by the Post-Office Department, placing restrictions on periodicals sent through the mails as sec-

ond-class matter, has been suspended until after the holiday season, so that certain legitimate publications, which are usually increased in size during Christmas time, may be allowed to go through at second-class rates.

On application to the New York Post-Office PRINTERS' INK's representative was shown the telegraphed instructions from the department suspending the order as stated. This was said to have been brought about by a vigorous kick from the funny paper *Puck*, which objected to having its Christmas issue held in limbo. The New York office did not, however, feel justified in applying the countermand to Printers' Ink Year Book without special instructions from the department to that effect.

HOW PEOPLE READ THE NEWS-PAPERS *

A COMEDIAN: WILLIAM H. CRANE.

My days are generally so much occupied with rehearsals that I do not have time to read the newspapers very thoroughly. I retire about one o'clock at night, and naturally have my breakfast quite late in the morning. The only time I take to read the newspapers is fifteen or twenty minutes, just before and just after breakfast.

I first read the head-lines; the foreign news I always read in this way, seldom perusing the whole article unless the dispatches are very startling.

I naturally examine the paper to see if there is anything of interest in my own line of business. Of course I read the criticisms of any play that I have produced. I am also interested in what the critics say about new plays and new people that are appearing on the stage, the first appearance of a foreign actor or a new singer. I like to learn what impression a new dramatic production or a strange player makes upon the critics.

I think some of our daily journals give too much space in details about their circulation, and in publishing articles having reference to what other people think of their journal. I do not believe such information interests the public. The public are the best judges of the character of a newspaper. It is not necessary—it is certainly in bad taste—for a newspaper to inform its readers how clever it is, or how much better it is than its neighbors. I

think some journals give altogether too much space to that kind of matter.

Some of our newspapers are apt to run into extremes in the presentation of a certain kind of news, or a particular class of articles. As the saying is, they "run the thing into the ground." The matter, though it may please a particular class of readers, would not appear to be of much interest to the general public.

American newspapers surpass the English newspapers in the presentation of foreign news. An English journal will not contain a third of a column of news from America. We are much better informed in the United States as to what takes place abroad than people living and traveling abroad are informed as to what is occurring in this country.

I have not given much attention to what is called the "coupon" scheme. I suppose it is some method of advertising and drawing patrons to the paper. It may be an attraction to people who have nothing else to do than to study and keep track of such announcements.

I am asked if circulars, leaflets, pamphlets and advertisements in street cars attract my attention. I answer that it depends altogether on the subject of the announcement. If a circular is handed to me I may glance at it and throw it away, but the man near me may be interested in the circular, pick it up and read it. The head-line in a pamphlet may indicate a subject in which I have no interest; of course, I throw it away. The interest taken in any public announcement of that character depends altogether on the subject matter.

In regard to the daily newspapers, I am not in the habit of looking in the advertising columns for anything I want to purchase. There is nothing advertised there pertaining to my own profession, and my personal wants, in the way of eating, clothing, hats, boots and shoes, are provided for by regular merchants with whom I am in the habit of dealing. I simply do not read the advertisements because I am not interested in anything that is advertised. They do not attract my attention unless they are displayed in a queer way, or the announcement is something out of the usual line—a pronounced advertisement, written or placed before the reader in a peculiar manner. Ordinarily, however, as I

* An interview with Geo. J. Manson.

say, I do not look at the advertisements because they do not announce anything that I want. But, as I am very fond of sailing, if I should want, for the summer season, a new yacht I should certainly look up the yachting advertisements, thinking I might find something that would suit me.

I seldom have time to read the magazines, but I take regularly *Scribner's*, *Harper's* and the *Century* magazines. I do not take any weekly newspaper, but occasionally read such journals as I chance to see them. I take one paper devoted to dramatic interests, and I take that simply on account of the news and information it contains about the movements of theatrical companies, actors, etc.

I rarely read an advertisement in a magazine. It is probably a good thing for a publisher to have so many pages in his magazine devoted to advertising, but it seems to me it is—shall I say a mild kind of a fraud upon the public? A person who purchases a magazine, believing that it contains as much literary matter as is represented by the thickness of the book, and afterward discovers that one-third of the magazine consists of advertisements, in which he has not the slightest interest, is apt to think he has been imposed upon. It strikes me that readers of magazines do not pay much attention to the advertisements—except in the critical way I have just suggested.

The majority of newspapers need to be more concise in telling the news. The busy man of to-day wants to get at the real news as soon as possible. He don't care for the whys, the wherefores and the antecedents of every bit of information that is given. My patience is exhausted when I peruse a news article that is presented in too elaborate a manner.

From the way in which some journals elaborate in this way I should imagine they were very hard pushed for news and were obliged to make a great deal of what they get. I think such a policy does not do a newspaper any good. The reader is looking for a journal that will give him the most news in the fewest number of lines.

It would not be fair in me to pass judgment on the character of the articles published in newspapers. I might read an article that would be of interest to a thousand people, and 25,000 other people would pass it over,

and they might read articles that I would not notice. That is the trouble in giving one's judgment on such a question.

A CHAIR OF ADVERTISING.

According to *Success*, which is published by the Wisconsin Business University, of La Crosse, the tuition given at that college includes an advertising course which covers newspaper advertising, circulation, rates, advertising agencies, technical terms, locals, readers, editorials, write-ups, display, position, space, catalogues, pamphlets, circular letters, novelties, theatrical and other programme advertisements, posters, handbills, dodgers, sign and fence advertisements, how to prepare copy for photo lithography, wood engraving, photo engraving, zinc etching, etc.

As the University subscribes for enough PRINTERS' INKS to provide each of its professors with a copy, it is safe to say that the instruction it gives in the advertising art will not be without practical value. *Success* correctly asserts that "the sharp competition in every line of business makes advertising an absolute necessity, and the business man who fails to advertise intelligently, systematically and persistently, cannot successfully compete with those who do.

"Many otherwise intelligent business men exhibit an inexcusable ignorance of the art of advertising. Mediums, position, etc., etc., show that 'how cheap' is their principal consideration, and the copy, to judge from appearances, is prepared by the cash boy, or some equally competent person. Of course, that kind of advertising never did, and never will, pay the advertiser. To those competent to take advantage of instruction in advertising, we take pleasure in recommending PRINTERS' INK, 10 Spruce St., N. Y.; to those having but 'little experience and less time,' we cordially recommend *Brains*, P. O. Box 572, New York. Either publication is worth ten times the subscription price."

Oh, great was the fun
Twixt the cow and the moon
When the cat with his fiddle did ride,
But the little dog he
Was alone there to see,
Because they did not advertise.

MARTHA HARTFORD, age 15.

THE HIGH CLASS
OF
The Sun's
readers is a feature appreciated
by the DISCRIMINATING
and PROSPEROUS
MERCHANT
who always makes use of
"THE SUN" when he
ADVERTISES.



The Sun

New York.

Some Desirable Advertising Letters



De Vinne Extra Condensed Series

De Vinne Condensed Series

De Vinne Italic Series

Mid-Gothic Series

De Vinne Series

Quentell Series

ALL MADE BY

Central Type Foundry,

Fourth and Elm Streets,

Specimens upon Application.

ST. LOUIS, MO.

For Sale by all Branches and Agencies of the American Type Founders' Co.



THE WASHINGTON EVENING STAR



IS one of the few papers in the United States that do not resort to Chromos, Coupons, Prize Packages, Picture Books, Chewing Gum, Corn Plasters, or some other fake device to make an apparent showing of an increase in circulation. It therefore escapes the fate of papers that depend for a show of success upon these extraneous inducements—which is to be pitched into the street or thrown into the waste basket as soon as the coupon is cut from their columns.

THE STAR, on the other hand, goes regularly and permanently into 96 2-3 per cent of the houses in Washington solely and entirely on its merits as a bright, clean, enterprising, independent, progressive and comprehensive family newspaper. It is delivered at an hour, moreover, when the household has both time and inclination to read, and it is read, thoroughly and carefully, by every member of the family. These conditions insure for every class of business announcements not only the *widest* but the *best* publicity that can be secured in the National Capital. The Star, in short, covers its entire field, completely and permanently, and no one desiring, for any purpose, to reach any portion of the quarter of a million people residing in the District of Columbia can afford to do without the unparalleled facilities it places at their disposal.

New York Representative :
L. R. Hamersly,
Potter Building.



PENNSYLVANIA.

PREFERRED PENNSYLVANIA PAPERS

With Guaranteed Circulations effectively covering
the great Keystone State and reaching more than
a million readers in more than two hundred thou-
sand homes.

TRUTH	Scranton
STAR-INDEPENDENT.....	Harrisburg
REPUBLICAN	Pottsville
EXAMINER.....	Lancaster
HERALD	Reading
SUN	Williamsport
LEADER	Wilkes Barre
CALL	Harrisburg
HERALD	Erie
SENTINEL	Hazleton
DISPATCH	York
GAZETTE	York
REPORT	Lebanon
ANTHRACITE.....	Carbondale
LEADER	Allentown
DEMOCRAT.....	Johnstown
LEADER	Carbondale
GAZETTE	Altoona
TIMES	Altoona
DISPATCH	Erie
STAR	Bradford
TIMES	McKeesport
REPUBLICAN.....	Meadville
COURANT	New Castle
SENTINEL.....	Carlisle
NEWS	Columbia
REPOSITORY.....	Chambersburg
NEWS	Shamokin
NEWS	Nanticoke

These papers have the largest and most influential circulations and are the leading papers in their respective localities.

Represented in New England States, New York and New Jersey by

**E. F. BAUM, 193 World Building,
NEW YORK CITY.**

CHEAP ENGRAVING.

By Joseph Banister.

Some time ago an advertisement appeared in PRINTERS' INK which consisted of an offer to teach, for the sum of five dollars, a new, cheap process, called White-on-Black, for making stereotyped plates. The advertiser was Mr. Henry Kahrs, of 240 East Thirty-third street, New York, and since the appearance of his advertisement PRINTERS' INK has received inquiries in regard to Mr. Kahrs and his process. With a view to answering these interrogations a representative of PRINTERS' INK recently called on Mr. Kahrs and asked for information concerning himself and his new method of engraving.

Mr. Kahrs, who is a young-looking,

In the method I call White-on-Black an opportunity is afforded them to do so. It costs but a few dollars, while the running expenses are so small as to be scarcely worth considering. The actual cost of the engraving materials needed in making any plate by the process does not amount to more than three or four cents. The thing is so simple that the people I explain it to are generally disgusted to think they had not thought of the same thing themselves.

"The plates are manufactured by taking a sheet of thick, smooth cardboard and drawing the design upon it with an ink I furnish for the purpose and in the manner described in the instructions sent to those who desire to employ the process. When the

This is a specimen of the "White-on-Black" Process, and is printed from a Stereotype Plate cast directly from the original writing. Illustrations, plans, unique advertisements can be made in the same way. A plate can be made in ten minutes after the writing or drawing is finished, which takes but little longer than with ordinary pen and ink. For further information address HENRY KAHRS, 240 EAST 33^d STREET, NEW YORK CITY.

pleasant-mannered man of forty years of age, stated that he is a printer by trade, a New Yorker by birth and possessed of a college education.

Regarding his invention, he said: "At the present time almost every thing that is printed, especially advertisements, requires illustrating. The public eye is not easily attracted unless some special feature is worked into the advertisement, be the same in a newspaper, booklet or handbill. The special features, however, cost money, and while the larger concerns can afford the expense many of the smaller ones think they cannot. Any number of business men would gladly use illustrations in their circulars, handbills and newspaper announcements if they could manufacture them themselves.

drawing or writing is done the cardboard is treated like an ordinary papier-mache matrix. Heat is applied in order to drive out the moisture, and it is then put into a casting-box and a cast secured. When the box is opened the writing or drawing is found to be depressed or hollowed out of the plate, and this, when printed from, will show white lines on a black background. The entire operation does not take more than ten minutes after the drawing has been completed. The cardboard represents the principal expense for material. The metal is not included in the cost, as it can be remelted and used again.

"No skill is required except so far that the better the writing and drawing the better the engraving will be.

No acids are used; although the illustrations made by the process may look like etchings, they are not. All the preparations, up to the point of casting the plate, are clean and pleasant and may be done at the kitchen fire. None of the usual appliances or materials used in photo-processes are used, nor are any engraving tools required, except perhaps to correct errors in drawing after the plate is cast. To sum up the case in a few words," said Mr. Kahrs, in conclusion, "you draw the design and your six-dollar casting-box does the rest."

THE MONTANA PAPERS.

One of the youngest and most capable newspaper managers of the West is Mr. William E. Bond, of the *Anaconda Standard*, of Anaconda, Montana. During the recent railroad strike, when all the roads of the Northwest were tied up tight, the *Standard* demonstrated its enterprise by inaugurating a special hand-car service, by means of which the paper was distributed in territory covered by 603 miles of road.

Recently Mr. Bond spent a few days in New York, and in the office of Mr. Emanuel Katz, the handsome, popular and brilliant special agent, and Eastern representative of the *Anaconda Standard*, PRINTERS' INK succeeded in extracting from Mr. Bond some interesting information in regard to the Montana papers and the value of that State as a field for advertisers.

"I am convinced," said Mr. Bond, "that no State in the Union offers a better field for the advertising of patent medicines, mining machinery and articles of household use than Montana. In no section of the country is money so plentiful and more generally distributed among the people. The relatively high subscription price of our papers insures their being thoroughly read, as a person will not pay five cents for a paper to throw aside after glancing at it. Our population is largely composed of miners, stock raisers and lumbermen, who, contrary to the prevailing belief in the East, are generally men with families and homes of their own. On this account our journals aim to become home papers and, hence, are not in the habit of publishing lottery and other advertising of a questionable character.

"At the risk of appearing to lack modesty, I will place the *Anaconda Standard* at the head of the desirable Montana advertising mediums. There is not a paper in the West which occupies such a unique position and is unrivaled to such a degree as the *Standard*. I am positive I do not exaggerate when I assert that it is practically the only paper with a general circulation in the State. It possesses a sworn and proved circulation of 10,000 paid subscribers, about 5,000 of whom are in Butte City, the railroad center and distributing point of the State. Its subscription price is \$10. It circulates throughout the whole of Montana and in Wyoming, and since we organized a staff of correspondents in Idaho and Washington, we have been rapidly extending our circulation in those parts. Some time ago I ordered PRINTERS' INK to be mailed regularly to thirty-four of the leading merchants in Montana, and since then our local advertising patronage has increased wonderfully in volume, and I am satisfied that the Little Schoolmaster has contributed considerably to the improvement and encouragement of advertising in the State. A year ago Mr. Katz became our Eastern representative, and since then Eastern advertisers have been using the *Standard* very extensively and with satisfactory results to them and us

"The increase in our advertising patronage and circulation has encouraged us to increase the size of the paper, and after January 1st it will contain eight pages with seven columns to a page. The Sunday edition consists of twelve pages. A weekly will be started and type-setting machines introduced.

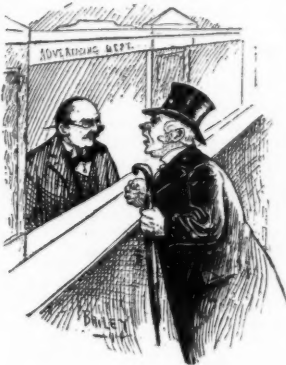
"When less than a year ago I gave up the management of the Oakland (Cal.) *Tribune* to take charge of the *Standard*, I found the *Standard* had offices and a staff of men in Butte, Missoula and Great Falls, who furnish us with editorial and news service, and superintend the sale and delivery of the paper in those towns. At the present time there is not a town or village in the State where we have not a representative. For general news, we rely on the Associated Press, which supplies us with five or six columns of matter daily, and special reports received from other agencies. Our territory will be still further increased after the first of the year.

"In order to expedite the delivery of the *Standard* to out-of-town subscribers, we employ a special train, which leaves Anaconda at 4 o'clock A. M. for Butte City, where the paper is shipped to the different sections we cover.

"A Hoe perfecting press is in use, with a capacity of 12,000 eight-page papers per hour.

"Next in point of circulation and influence to the *Standard*, I place the *Helena Independent*, which is a bright, newsy, well-edited daily journal of eight pages. Its subscription price is \$10 and advertisers probably find it a valuable medium. Next to the *Independent* comes the *Inter-Mountain* of Butte. This is an evening paper of purely local circulation and is issued six days in the week. Then there is the *Butte City Miner*, a morning paper, which also has a circulation local in character. Of the weekly papers none seem to possess more than a local circulation. Among the more important are the *Bozeman Chronicle*, the *Great Falls Tribune*, and the *Missoula Western Democrat*."

In conclusion Mr. Bond reiterated his remarks in regard to the value of Montana as a field for advertisers and reaffirmed his conviction that the *Standard* is the best of all the Montana mediums.



A RESPONSIVE AD.

Angry Caller—I advertised for an electric battery yesterday.

Ad Clerk—And did you not get it?

Angry Caller—Get it! The blamed ad overdid the business. My house was struck by lightning.

SUITABLE BORDERS.

By Fred. P. Ronnan.

If the question were asked, What particular feature distinguishes the modern ad from that of its prototype twenty-five years ago? I have no doubt that the replies to such a query would vary almost as much as the ad of to-day differs from that of the period referred to. Many would point out the better taste displayed as to wording, others might, with justice, refer to the manifest care in selecting suitable fonts of type, and others, again, to the use of illustrations, all tending, without doubt, to the more effective advertising of any given article.

While admitting the value of these various factors, I think the use of original and striking effects in borders is largely responsible for the success of the modern ad.

Twenty-five years ago the border, considered distinctively, was unknown; of course we had a number of conventional designs, but their use was confined to ball programmes, menu cards and fancy printing generally. As commercial possibilities they were unknown, and it was a rare sight to come across one in the shape of an advertisement.

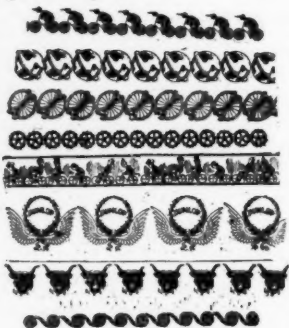
One can easily conceive the field and imagine the results which would have accrued to the advertiser of that date could he have availed himself of the ideas in this respect which are at present in use by us. At a time when all announcements were inclosed in plain rule, the advertiser using the fancy border would have had no rival for a time at least.

As to the value of a border as an adjunct to successful advertising there can be but little question. A painting by an eminent artist will of course be of value, and appeal to the cultured tastes of all art lovers, whether it possesses a setting in keeping with its subject or not, but when in addition to its intrinsic beauties we add the further charm of a handsome and suitable frame, we render its appearance more striking and more likely to appeal to a larger audience than otherwise.

So in advertising, while an ad may be faultless in construction, admirable in timeliness and desirable in many respects, we accentuate all these qualities when we surround it by a design or setting which bears some analogy or connection with the nature of the article or business advertised.

The border then unites with the word picture we have formed, so as to form a perfect whole, which shall attract and hold attention, and which shall as a necessary corollary be effective in selling goods. The past few years have been prolific in producing new and striking designs in borders, and their increased use is the truest gauge of the necessity for their existence.

The examples given herewith, while no doubt quite familiar to the readers, will show the tendency to individuality in their respective uses. The bicycle manufacturers have made earlier and more frequent use of this class of design than any others:



The Overman Wheel Co., makers of the "Victor," have for the past year or so taken particular advantage of the style of border shown in the first line. I do not know whether they have copyrighted the design, but presume they have, or we should have had it doing duty in all sorts of announcements long ago. The same line shows the design in use by Gormully & Jefferey of Chicago, who, by the way, are undoubted apostles of printer's ink.

The Spalding Wheel Co. utilize a design similar to the third line, and in appearance it is extremely effective. Line 4 is used by the Anglo Iron Co., New York. Line 5, a somewhat weak and labored variation of the first named specimen, and showing up rather smudgy, is used by the Syracuse Cycle Co. The Dunlop Fire Co. are responsible for line 6. The other branches of trade are gradually taking up this idea, as evinced by the advertisement of Cudahy Packing Co., who affect line 7, and the Globe Cabinet Co., using line 8.

The advertisements of all these firms, when inclosed in their respective borders, possess an individuality of their own which it would be difficult to imitate, and this being so we may easily grant the value of the border.

THE METHODIST PAPERS.

By Joseph Banister.

For advertising articles of general use, it is pretty well agreed that the most desirable class of people to reach is that possessed of moderate means. There is probably no religious denomination in the United States whose membership is more largely composed of this class than the Methodist. Its adherents mostly belong to the agricultural and mercantile class, and it is hardly going too far to assert that the church contains fewer millionaires and fewer paupers than any other sect. The Methodist is also the most numerous of all the Protestant denominations, as according to the United States census returns its communicants number over four millions and a half, which is nearly four times as many as the Presbyterian or Lutheran Church possesses, eight times more than the Episcopalians or Congregationalists, and about one-third more than the Baptists have.

In the possession of church property it is considerably richer than any other religious body, having over one hundred and thirty-two million dollars' worth to the ninety-four millions owned by the Presbyterian Church, thirty-five by the Lutheran, eighty-two by the Episcopal, forty-three by the Congregationalist, one hundred and eighteen by the Catholic and eighty-three by the Baptist.

In view of their number, general prosperity and intelligence, it is not surprising that the Methodists should be represented by a considerable number of first-class journals. While other denominations may have more papers, which may claim a larger total circulation than is possessed by the Methodist papers, it is almost certain that no other sect has such a number of journals competent to give such excellent returns on money invested in their advertising columns.

The Methodist papers may be divided into two classes, the official and the non-official. The former are the property of the Methodist Episcopal Church and the editors are appointed

by a body which meets every four years, called the General Conference. The non-official papers are owned by private parties, and among them we may include the various journals which represent the other divisions of the Methodist body.

Almost all the official papers have large circulations, and these publications are a source of considerable revenue to the Methodist Episcopal Church. According to an article in a recent issue of the *Chautauquan*, the *Western Christian Advocate* of Cincinnati is worth to-day about \$200,000; the *Northwestern Christian Advocate* of Chicago and the *Central Christian Advocate* of St. Louis are each worth about as much; the *Pittsburgh Christian Advocate* and the *Northern Christian Advocate* of Syracuse, N. Y., are worth about \$100,000 each; the *Christian Advocate* (N. Y.) may be rated at about \$400,000, and the *Epworth Herald* of Chicago \$100,000. Add to them the *Quarterly Review*, the *San Francisco Advocate*, the *Sunday School Teachers' Journal*, together with all the other Sunday School publications, which may be estimated at a million dollars, and the total will be about two and a half million dollars.

Although the official papers of the Methodist Episcopal Church compose but a small proportion of the whole number of Methodist publications, they have a very large share of the total circulation. While the latter count their subscribers by the thousand, the former, in some cases, number theirs by the ten thousand.

Of the official papers of the Methodist Episcopal Church, the *Christian Advocate*, of New York City, is unquestionably entitled to be ranked first. Under the editorial management of Dr. Buckley it has attained a circulation of about 50,000 weekly. This circulation is not confined to the East, but extends to every State in the Union and every province of Canada. Almost all the general advertisers of high-class goods are represented in its advertising columns, and there is little doubt that they secure excellent results from their expenditure. The *Advocate* is a sixteen-page journal, well printed on a good quality of paper. It is unnecessary to say that it admits no business of a questionable character, and that no advertisements are allowed to sail in its columns under false colors.

Next in point of circulation and in-

fluence is the *Western Christian Advocate*, of Cincinnati, which has about 31,000 subscribers, chiefly in Ohio, Kentucky and Indiana. Its advertising columns are well crowded with business, all of which is of a good class. The other leading official papers, such as the *Northern Christian Advocate*, of Chicago, with 24,000; the *Central Christian Advocate*, of St. Louis, with 23,000; the *Sunday School Journal for Teachers*, of New York, with 75,000; *Epworth Herald*, of Chicago, with 75,000; the *Northern Christian Advocate*, of Syracuse, N. Y., with over 10,000; the *Pittsburgh Christian Advocate*, with over 13,000, and the *Southwestern Christian Advocate*, of New Orleans, with 10,000 subscribers, are all printed on about the same quality of paper, are employed by the same class of advertisers, sell in most cases for the same price, exercise the same care in the exclusion of questionable advertising, and allowing for differences in circulation, have about the same value as advertising mediums.

The hundred or more papers not owned or issued under the auspices of the Methodist Episcopal Church have generally much smaller circulations than the official papers, and their advertising columns are scarcely so well patronized. Many of them are in the habit of printing a class of advertisements which would not be admitted by the official journals. A considerable proportion of their advertising seems to come from local advertisers, which indicates that their circulations are not of such a general character. Among the leading publications which are not the property of the Methodist Episcopal Church, and which circulate among all the divisions of the Methodist sect, are the *Zion's Herald*, of Boston, with 13,000 circulation; the *Christian Standard*, of Philadelphia, with 9,000; the *Detroit Christian Advocate*, with 21,000; the *Buffalo Christian Advocate*, with 10,000; the *Texas Christian Advocate*, with 20,000; the *Christian Advocate*, of Nashville, Tenn., with 20,000; the *Arkansas Methodist*, of Little Rock, Ark., with 10,000; the *Wesleyan Christian Advocate*, of Atlanta, Ga., with 8,000, and the *Christian Advocate*, of Richmond, Va., with over 7,500. All the papers mentioned are fairly reliable mediums and their advertising patrons seem generally satisfied with the returns secured from the money expended in their columns.

NEW HAMPSHIRE NEWSPAPERS.

By H. C. Pearson.

The New Hampshire daily of largest circulation is the *Manchester Morning Union* (15,000), always full of news, but not especially well edited. Its afternoon edition is inferior to its rival, the *Mirror and American*. The latter's weekly edition, the *Mirror and Farmer*, is an agricultural paper with a good clientele. The *Saturday Telegram*, a sensational weekly, circulates very widely through Maine and Vermont as well as New Hampshire.

At Nashua, the *Telegraph*, daily and weekly, is probably the best paying newspaper property in New Hampshire. It is inexpensively gotten up, and has a good subscription list and advertising patronage. The other daily paper, the *Gazette*, is less in size, circulation and influence.

The Concord *Evening Monitor* prints 3,000 copies, at least twice as many as the *People and Patriot*. The weekly edition of the former, the *Independent Statesman*, has 10,000 circulation, and is the most influential paper in the State, largely due, no doubt, to its being the organ of Senator W. E. Chandler.

Portsmouth has three dailies, the *Times*, the *Post* and the *Chronicle*. The first equals the other two combined in circulation, advertising and news.

At Dover, *Foster's Democrat* and the *Republican* are both fairly good local papers. The *Star* is less worthy.

Keene has a lively little daily, the *Sentinel*, whose circulation, though far from the largest, is perhaps the highest class in the State. Its weekly edition finds a formidable rival in the *Cheshire Republican*.

In proportion to its size, few States have more or better country weeklies than New Hampshire. Some of them occupy fields plenty large enough for a daily, and have a circulation which makes them worthy of attention from the general advertiser.

In Rockingham County, the *Exeter News-Letter* deservedly leads, being well edited and well printed, and containing a great deal of local and county news. The *Exeter Gazette* and the *Derry News* are also bright sheets. The latter publishes the only checker department in the State.

In Strafford County, the cities of

Rochester and Somersworth have no dailies, but are well represented by weeklies, the *Courier* and *Free Press*, respectively.

Carroll County papers are not first-class. The *Sandwich Reporter* is the newsiest.

Belknap County's only city, Laconia, has no daily at present, but one of the best country weeklies I ever saw, the *Democrat*.

In Merrimack County, the "baby" city Franklin supports the bright and newsy twice-a-week *Transcript* and the handsome *Merrimack Journal*, weekly, admirably edited by a woman, Mrs. Collins.

In Hillsborough County, the *Milford Journal* consolidated with the venerable *Amherst Farmers' Cabinet*, is a good paper in a good location.

The leading papers in Cheshire County have already been referred to.

Claremont and Newport, the large towns of Sullivan County, have each two good papers, the *Eagle and Advocate*, and *Champion* and *Argus*, respectively. It would be hard to pick the best from the lot.

Grafton County naturally divides into three parts. The *Lebanon Free Press* covers the southwestern, the *Plymouth Record* the eastern and the *White Mountain Republic Journal*, at Littleton, the northern.

The rich "north country" of Coos County is best reached by either the *Gazette or Democrat*, at Lancaster, and the *Independent*, at Berlin.

To sum up, the general advertiser can best reach the people of New Hampshire through the *Manchester Union*, daily, and the *Independent Statesman*, of Concord, weekly.

A select list of ten country weeklies to best cover the State field would include the *Exeter News-Letter*, *Rochester Courier*, *Laconia Democrat*, *Franklin Transcript*, *Milford Journal*, *Cheshire Republican* (Keene), *Claremont Eagle*, *Plymouth Record*, *Coos County Democrat* (Lancaster) and *Berlin Independent*.

Another class of publications which the general advertiser appreciates is the "summer resort" paper. New Hampshire has one of the largest and best in the world, the *White Mountain Echo*, weekly, published at Bethlehem by Mr. Markinfield Addey. *Among the Clouds*, issued daily from the top of Mount Washington, is also exceedingly prosperous.

Dartmouth College, at Hanover, publishes fortnightly the oldest college paper in the United States, the *Dartmouth*, circulation 1,000.

The *Granite Monthly*, present circulation 4,000, is rapidly coming to the front. It is well edited and handsomely illustrated and has recently secured a New York agent to take charge of its foreign advertising.

EDUCATIONAL PUBLICATIONS.

'By Bessie L. Putnam.

The "teacher" who attempts to follow his profession without reading regularly at least one educational paper now finds that he must soon fall hopelessly in the rear. Even if the superintendent permits him to enter the ranks, he is soon crowded out by more enthusiastic and progressive competitors. But the readers of such publications are no longer restricted to the pedagogical ranks. Reading tables are now regarded as a part of the furnishing of well equipped schools, and on these educational papers always occupy a prominent place.

An enumeration of the nearly two hundred educational publications issued regularly in the United States would be beyond the limits of this paper. It is my design to note cursorily the leading features in some of the more prominent ones of various parts of the country.

From Boston comes the senior educational weekly of high merit, the *Journal of Education*, established 1858. It is rich in methods, progress in pedagogy, science, etc.; in fact, keeps its readers fully posted on all educational topics. No better weekly can be found. *American Teacher*, a monthly issued by the same firm, enjoys a large circulation, is largely given to methods, and its practical nature, together with low price, renders it a favorite among teachers in the lower grades. The *Popular Educator* and *Primary Education* likewise claim a liberal patronage. *Education* is devoted to the science, art, philosophy and literature of education. Its articles appeal to the general as well as professional reader.

Leaving Boston, we pass on to New York and find this State most prolific. The *School Journal* covers a field similar to that of the *Journal of Education*. The *Practical Teacher*, published by the same company, vies with the

Teacher's World (of the same city) in practical helps. Both have an extensive circulation. Ditto as to *Popular Educator*. In *Educational Review* the higher problems are dealt with by experts in the profession. The *Educational Gazette*, Rochester, contains excellent matter; the merits of its advertising pages were emphasized recently by a correspondent to PRINTERS' INK, who stated that among several publications it had yielded him the most, and cost the least. The *Educator*, Buffalo, is quite popular.

The leading weekly of Pennsylvania is the *Educational News*, Philadelphia. Its name indicates its chief mission, though it contains much general matter of value, its editor being one of the leading educators. The *School Journal*, Lancaster, is the official organ of the State Superintendent, and is taken by every school board in the State.

The *Ohio Educational Monthly*, Akron, has just completed its forty-third volume. It is a favorite in its own and adjoining States. The *Public School Journal*, Bloomington, Ill., is the leading periodical of the State. *American School Board Journal*, Milwaukee, is extensively read by school officials. *American Journal of Education* (main office, St. Louis) issues nine editions, covering the whole lower Mississippi valley. As each ad appears in all editions, it is unquestionably the best medium for that part of the country. *Rockies Magazine*, Dillon, Mont., is the official organ of the State Superintendent. The *Oregon School Journal*, Drain, Ore., is the only educational publication in that State.



'SINGLE COLUMN DISPLAYED.
JAMES HANNERTY.

DISTRIBUTION OF LIQUID SAMPLES.

One year I made a contract for the distribution of 25,000 2-dram bottles of a new 25-cent article, to go into all villages and farmers' houses between each village in the counties of Queens and Suffolk. An outline map shows Long Island to be divided into 3 sections by the railroad, the south, central and north. The greatest population exists in the south side, southeast from Jamaica. In the central portion, east of Hicksville, is a section 50 miles long by 5 wide, with 2 or 3 hamlets and a few farmers; it is almost inaccessible. On the north, the villages are not large, and but 5 or 6 miles apart, hilly, sandy roads intervening. I give these facts to show some of the difficulties of distribution.

Starting about ten miles from New York, I had packages of samples sent by freight to me, south side first. In each village I engaged a man with horse and wagon to cover a certain given territory, work to be done within a given number of days, making payment to him after inspection of his work. This inspection was done by a bicyclist; an easy and quick way. This method was pursued in every town on the Island and was quite satisfactory, very few of the samples being thrown away by the distributors. With breakage included only about 600 sample bottles were destroyed or non-distributed.

Results: On taking the contract, advice was given to the owners of the remedy that they send a salesman over the route two weeks behind me to canvass house to house for sale of goods—that advertising cards 8 x 10 be printed and nailed in conspicuous places—that good-sized advertisements be run in local papers during months of December and January.

None of these things were approved of by the firm, on the score of "expense." A few one-inch advertisements were run a month or two—and did no good—100 painted wood signs 3 feet by 18 inches were made to go 100 miles, one or two in a village—local agents were advertised for, and 4 or 5 secured—shiftless fellows for the most part.

Less than 3 gross dozen were sold the first year out of 25,000 samples distributed, simply because it "cost money" to make a completed adver-

tisement, about one and a half per cent returns in bottles sold. Did it pay?

At my home in one month I have received eight different liquid samples, and never a canvasser showed up, nor an advertisement in local paper to call my further attention to them.

Sample advertising can be made to pay only by combining it with other ways of reaching the buying public. A new thing don't sell on its merits very often; it needs push to make it go.

In line with this is the experience of another firm, who employed salesmen to canvass and deliver samples at same time of a 50-cent article, which had a slight local fame. Little or no newspaper advertising work was done, but the sales were very large. The secret may lie in the fact that the canvasser received a very large commission, more so than usual, and did better work, and more of it, as a result.

Freightage by L. I. R. R. is as quick as expressage and much cheaper. In sending glass samples, containing liquids, if marked "medicine" a saving of $\frac{1}{2}$ to $\frac{3}{4}$ can be made. If marked "glass," the cost is greatly increased. Advertising in any way never gets to the point where it can "walk alone"—it's got to be watched to make it pay.

LONG ISLAND.

[PRINTERS' INK wants more articles of this sort from practical distributors, and will pay for them if used, and return them if not used.—Ed. PRINTERS' INK.]

IT IS.

Mr. Henry Bright, the special representative in New York of the Denver (Col.) *News*, has a letter from the International Newspaper Advertising Agency of Chicago, under date of November 30, which says: "Regarding the Denver *News*, we have to say that we are using that paper since about six weeks, with quite satisfactory results. The *Rocky Mountain News* is the Denver paper." Mr. Bright thinks this statement worthy of a place in PRINTERS' INK.

This brings to mind a similar case. A well-known clergyman relates that early in his career he had a great deal of difficulty in conducting himself properly in case of first interviews with a new baby in the family of a parishioner. He wished to be truthful and also to gratify the mother. After many experiences he settled upon a fixed formula that was found to fit all cases. He would take the child in his hands, hold it up, look at it earnestly and say with emphasis: "Well, this *is* a baby." It always pleased the mother.

ADVERTISING JEWELRY.

A few days ago we read in the prolonged advertisement of a dry goods house in this city a jewelry announcement. It ran as follows: "Cheap jewelry—too cheap for jewelers to handle. The average jeweler abhors a reputation for cheapness, and hence leaves those beautiful and fine-wearing twenty-five cent stick pins, etc., to the dry goods man to handle." This is fooling the purchaser with a vengeance, and, to counteract the effect, never a word was said by a jeweler. Another dry goods store watch announcement runs thus: "Timekeepers of a grade that were precious a generation ago are within almost any one's reach now. We buy them and sell them just as we buy and sell washtubs—get every advantage that taking largest lots gives, and pass them along with a very modest profit added. * * The time has passed when the purchase of a good watch required money enough to obscure your future prospects in life." Then followed a list of prices. We searched

in vain on the following day for a jeweler's opposition ad, proclaiming the fact that he could furnish the watches at the same or a less price. A jeweler's announcement appeared almost side by side with the above, advertising a \$75 watch. It was an eminently praiseworthy advertisement, but seemed to have a tone of exclusiveness that might possibly repel many watch-buyers. "One thing at a time" is a very excellent advertising principle, but it can be carried to extremes. In a case like this it would seem wise to adopt dry goods methods and mention in conjunction with a high or moderately high-priced article, other lower priced grades. It generalizes store capabilities, and those attracted by cheaper grades may very often be induced to purchase a dearer.—*Keystone.*

"No clo'es I'll ever advertise,"
Observed a dealer old,
"But I will prove that I am wise
By saving up my gold;"
But oh, alas! It came about—
And how, each shrewd one knows—
The sheriff had to seek him out
And advertise his "close."



A REMAINING POSSIBILITY.

AMERICA.

Know ye the land where the ad and the primer
Are winners of trade and the tokens of fame;

Where space rates are climbing up, higher
and higher,
And limitless seems the end of the game?

Know ye the land where in language the
brightest

The ad builder seeks for an income so great
That panics or failures shall never affright
him,

Or alter the current of his envied state?

Know ye the land where a special position
Has charms that will vanquish the mer-
chant's repose,

And lead him to flights hitherto unattempted
At rates which are, doubtless, quite "under
the rose?"

Know ye the land where in figures the boldest
The claims of each paper are pressed with
such vim

That truth is an item, which seldom or never
Finds its way into statements, so hazy and
dim?

F. P. RONNAN.

THE ADVERTISING SOLICITOR

There's the man who knows it all,
The solicitor with gall;

The punning man,

The cunning man,

The man with lower rates;

But when he says the circulation

Is the largest in creation,

We know he's not accountable

For anything he states.

WHEN all's said and done,
It's really quite surprising,
How little yet we know
Of the law of advertising.

Classified Advertisements.

Advertisements under this head, two lines or more
without display, 25 cents a line. Must be
handed in one week in advance.

WANTS.

GOOD HOUSEKEEPING. Ads.

GOOD HOUSEKEEPING. Ads.

WANTED—Ac's for new game. Particulars for
stamp. "ADVERTISER," P. O. Box 132, N. Y.

WANTED—Small half-tone cuts. Send proofs
and prices. DUPONT, North Elm St., West
field, Mass.

FIRST-CLASS monthly magazine wants experi-
enced advertising solicitor. Commission.
Fine opportunity for A man. Address "PERI-
ODICAL," Printers' Ink.

WANTED—A book and job printing office or
country newspaper, or interest in same.
Have \$500 or over to invest. Address F. S. REED,
74 Barrow St., New York.

FOREMANSHIP of a first-class daily wanted,
by a young man of experience. Sober, reli-
able. Will insert all complicated ads without
error. Address "MAX," Printers' Ink.

THE new No. 6 Remington Standard Type-
writer. Every one who has seen it! We
want every one to know about it. WYCKOFF,
SEAMANS & BENEDICT, 337 Broadway, N. Y.

OFFICE WANTED—Two energetic, practical
printers, with small capital, wish to pur-
chase country weekly. Part cash, balance to be
secured by lien on office. New York State pre-
ferred. Address "BUSINESS," care Printers' Ink.

WANTED—Second-hand, 20 or 22-inch perfect-
ing press, in good order. M. L. JONES,
Nelson Bldg., Kansas City, Mo.

SITUATION WANTED—By young man for past
three years employed in business depart-
ment of a metropolitan daily. Is a rapid and ac-
curate worker, experienced in handling cash,
well acquainted with the different work of a
business office, and can furnish the best of re-
ferences and bond. Will start at anything, long
hours, night work and low wages, providing a
chance to win promotion is given. Address "B-2,"
Printers' Ink.

YOUNG man wanted in a large business, to as-
sist in the preparation of newspaper adver-
tisements. A man of ability and adaptability,
but with some development still in him. He
may be to-day in a small town, perhaps on a
newspaper, where possibly he has also had to
meet advertisers and write and set their adver-
tisements. Replies should give proper informa-
tion, experience, age, pay required, etc. Address
"T. H. M.," P. O. Box 1592, Philadelphia.

A SPECIAL REPRESENTATIVE — PRINTERS'
INK ought to have a special representative
in Chicago, Boston and Philadelphia, and at
some other points, who will get advertisements
and subscribers. The applicant for such a con-
nection should state the terms upon which he will
attempt the service. For the purpose of avoid-
ing unnecessary correspondence it may be as well
to state here that communications will not be an-
swered that appear to be from a person who do
not know how they can proceed to become of
service, or the terms upon which they wish to
do the work. If interested and competent, ad-
dress PRINTERS' INK, 10 Spruce St., New York.

DO YOU CHECK YOUR ADS! Are there any
leaks in your advertising? Do you measure
the goods you get? Do you pay for short space,
wrong insertions and omissions? Publishers
make mistakes just like other people. Do you
want to pay for their blunders? "The Eureka
Advertisers' Register and Record" affords a
compact, convenient, accurate, time-saving,
leak-stopping checking system. It is used by
such advertisers as Cadahy Packing Co., Walter
Baker & Co., Doliber-Goodale Co. (Mellin's Food),
Cristy Knife Co., Dr. Kilmer, R. L. Watkins' Ad-
vertising Agency, Adams' Tutti-Frutti, Fabst
Brewing Co., None-Such Mince Meat. Strongly
bound book of 50 pages, post paid, \$3; 100 pages,
\$4; 200 pages, \$5. Money back if you don't want
to keep the book. Sample pages, etc., free. R.
SCHIFFMANN, Jr., Publisher, Cor. 5th and Rosa-
bel Sts., St. Paul, Minn.

BILLPOSTING AND DISTRIBUTING.

R. H. JOHNSTON, advertising distributor.
1531 Franklin Ave., St. Louis, Mo.

P. PRINTZ, distributor of advertising matter.
730 9th St., N. E., Washington, D. C.

NEWSPAPER INSURANCE.

THE YANK, Boston, Mass., wards off busi-
ness death, 60,000 monthly.

QUICK dispatch and easy reading of your copy
insured by the use of the new No. 6 Reming-
ton Typewriter.

ADVERTISING NOVELTIES.

PARCEL HANDLES, considering cost, give the
best result of any advertising article. Sam-
ples of three kinds mailed, free. Catalogues of our
novelties free. THE CO., Unadilla, N. Y.

FOR the purpose of inviting announcements
of Advertising Novelties, likely to benefit
reader as well as advertiser, 4 lines will be in-
serted under this head once for one dollar.

TO LET.

YANK, Boston. Space.

REMINGTON TYPEWRITERS. 337 B'way, N. Y.

GOOD HOUSEKEEPING. Space.

H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

GOOD HOUSEKEEPING. Space.

H. P. HUBBARD, Mgr., 38 Times Bldg., N. Y.

ADDRESSES AND ADDRESSING.

50 CENTS gets our sub. list; gummed paper, 1,600 names. DEMOCRAT, Albion, Ind.

ENVELOPES, cards, wrappers, etc., addressed for mailing, \$1 per M. Delivery guaranteed. J. C. TOWNSEND, Minneapolis, Minn.

LETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEFFINGWELL & CO., 118 Dearborn St., Chicago, Ill.

STREET CAR ADVERTISING.

JOHNSON'S figures are never beaten.

A. J. JOHNSON, 261 Broadway, New York City.

WRITE TO FERREE, First National Bank Bldg., Hoboken, N. J.

FOR Street Car Advertising, everywhere, GEO. W. LEWIS CO., Girard Bldg., Phil'a, Pa.

BIG inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. COHN BROS., Temple Court, N. Y.

MISCELLANEOUS.

GOOD HOUSEKEEPING. Excellent.

GOOD HOUSEKEEPING. Excellent.

SEND cabinet photograph and 35c. and receive 12 miniature photos. G. FAIRFIELD, Wind Gap, Pa.

A DEVELOPMENT—not an experiment. The new No. 6 Remington Standard Typewriter, 227 Broadway, New York.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

PREMIUMS.

FOR premium purposes and direct sale—The world's famous Lalla Rookh Dress Cutting System. Nothing so popular for increasing subscription lists. We control its exclusive sale for premium purposes. The "Favorite" cash registering machine, the only practical low-priced cash register. Entirely new; just patented; every merchant subscriber to your paper will become a customer. The Oxford "Junior" sewing machine, for children's amusement and practical use. The only machine of its class manufactured. The Farm and Ranch grinding mill, as indispensable to the farmer as the sewing machine is to the farmer's wife. Write for prices. FAVORITE MANUFACTURING CO., Dept. S. 133, 333-344 Wabash Ave., Chicago, Ill.

ELECTROTYPES.

PAY \$1.50 and get our best half-tone portrait. All kinds of cuts at prices as surprising. Write us your wants. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

If you are an advertiser get Craske's prices on electro. Work and prices the best. You can ask Johnston, of Printers' Ink. Address CHAS. CRASKE, 45 & 47 Rose St., New York.

THE best ad can be spoiled by a poor printer. We display ads so they will catch the eye, and also furnish electros. Address WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., N. Y.

YOU may write your own ads, but one thing sure—you can't make your own cuts. Think of us: \$1.50 for best half-tone cut; prices like that and work the best. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

THE Buckeye Chalk Plate Co., 52 Frankfort St., Cleveland, O., recuts old plates for less than 50 per cent of original cost. Publishers using chalk plates are requested to write us for circulars and particulars. Our work guaranteed first-class or no pay. No infringement of patent, as our formula is original with us.

WE make electrotypes for agencies and general advertisers a specialty. Our patent all metal cut is more durable and saves more postage than any other make. Our facilities enable us to fill large and small orders at a low rate. WM. T. BARNUM & CO., New Haven, Conn.

PRINTERS.

VAN BIBBER'S Printers' Rollers.

THE LOTUS PRESS, 140 West 23d St., N. Y. "There are no better printers than these."—Chas. Austin Bates.

PRINTERS—We make type, cases, stands and chase—everything that a printer needs—and our prices are the best. See us first. WALKER & BRESNAN, 301 to 305 William St., N. Y.

PRESSWORK of the highest quality; prices just right. We do the presswork on Printers' Ink and Munsey's Magazine, is yours as well done! FERRIS BROS., 324-326 Pearl St., N. Y. City.

"FOR corysanthemum shades, odor of the otto of rose, and for gold lacquer finish I yield the palm to The Lotus Press, 140 West 23d St., N. Y."—Wm. Johnston, in *Printers' Ink Year Book*.

A "NEWSPAPER AD" and a "handsome booklet" are the right and left bowers when "profitable advertising" is triumphs. THE LOTUS PRESS, 140 West 23d St., N. Y., make handsome booklets and can help you win success.

"VIRTUE is its own reward," but excellence in any commercial line must be advertised. If you agree with these sentiments and require printing of a high order, confer with THE LOTUS PRESS, 140 West 23d St., N. Y.

THE value of an advertising diamond depends largely upon the setting. If the "diamond" is in the form of a catalogue or booklet it will be set to the very best advantage if you have it done by THE LOTUS PRESS, 140 West 23d St., N. Y.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

PLAIN printing neatly done; 50,000 32s circular, \$10; 16s, \$16; WALTER MAYER, Madison, Wis.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., 174d, 10 Spruce St., New York. Special prices to cash buyers.

CIRCULAR letters reproduced and addresses inserted \$7.50 per M. Experts can scarcely tell it from genuine typewriting. G. P. VAN WYE, Masonic Temple, Chicago.

If you have wasted money on ineffective circulars, try personal letters; instead. Others are doing this and reaping rich harvests as a result. Send for their testimonials. ALBERT B. KING, 87 and 89 William St., N. Y.

50 CENTS pays for a good revolving rubber dating stamp. Prints all the months, years from 1894 to 1899, figures 0 to 99. "Rec'd," "Ans'd," "Paid," "Ac'd," "Ent'd." D. T. MALLETT, 78 Reade St., N. Y.

WE sell envelopes like Johnston sells printers' ink. 10,000 good XX 6½ H. C. White Envelopes printed with your card and delivered. f. o. b., for \$10, check with order. 10,000 circular envelopes for \$8.50. Satisfaction guaranteed. SHRYOCK, Printer, Zanesville, O.

PRINTING INKS—Best in the world. Carmine, 12½ cents an ounce; best job and best Black, ever known, \$1.50 a pound; best News Ink seen since the world began, 4 cents a pound. Illustrated price list free on application. Address WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

REMINGTON Standard Typewriter. The new No. 6 model supplies greater permanence of original alignment, improved spring mechanism, lighter and much improved paper carriage, of greater capacity. Easier and faster operation, with improved quality of work. Better and more economical ribbon movement, and numerous other useful and convenient devices.

PAPER.

WHERE do you buy your job stock of paper, bill heads, note heads? You make a mistake if you fail to learn what can be done for you by M. PLUMMER & CO., 45 Beekman St., N. Y.

MERCANTILE LAW.

CAVANAGH & THOMAS, Commercial Lawyers, Omaha, Nebraska. Collections of wholesalers personally handled in Nebraska, Colorado, South Dakota and Western Iowa. Will go anywhere at any time. Largest mercantile law business west of Chicago. Nebraska mercantile laws complete and telegraph code furnished on application, gratis. Write us. Reference: W. & J. Sloan, New York City.

ILLUSTRATORS AND ILLUSTRATIONS.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

WOOD ENGRAVING. Best work only. H. SENIOR & CO., 10 Spruce St., N. Y.

DRAWINGS and designs for advertising and illustrations. E. LUTZ, 7 Warren St., N. Y.

ILLUSTR'D features for newspapers and advts. HARPER ILLUSTRATING SYN., Columbus, O.

FRESH CUTS—Neat little outline drawings that'll freshen up your ads. I'll make 10 of them for \$5. R. L. WILLIAMS, 152 Wash. Loan & Trust Bldg., Washington, D. C.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. incl. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

PROGRESSIVE merchants, we have the finest illustrated scheme for local advertising yet devised for large retail trade. If you will take the trouble to write us we will prove it to your satisfaction. GRIFFITH, AXTELL & CADY CO., Holyoke, Mass.

NOTICE to publishers of papers and magazines. Wouldn't an artistic heading or cover design improve the appearance of your publication and in securing both subscriptions and advertising contracts? Sketch sent on approval; no charge if not accepted. Send copy with particulars. W. MOSELEY, Box T, Elgin, Ill.

FOR SALE.

BUYER for two novelty specialties. A. B. DODGE, Manchester, N. H.

\$3.50 BUYS 1 INCH 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

FOR SALE—Old-established grocers' paper, one of the best paying in the United States. A bargain for cash. Address "CRAWFORD," care Printers' Ink.

FOR SALE CHEAP—Daily and weekly paper in the capital city of a Pacific Coast State. Both large circulations. Well equipped office. Address "F. J.," care Printers' Ink.

FOR SALE—A 75-light dynamo. Manufactured by E. & P. Fairbanks, St. Johnsbury, Vt. Used but a short time; in perfect order; will be sold cheap. Address EVENING EXPRESS PUB. CO., Portland, Me.

FOR SALE—Democratic newspaper, of 1,050 circulation, in Southern Michigan county of 35,000 population, town 3,500. Established 14 years; fully equipped with steam power, cylinder and jobbers. Price \$3,500, value \$4,500. Cause for selling, too much other business. Address "M. D.," care Printers' Ink.

FOR SALE—At a bargain, one of the best book and job printing offices in Western Penna., in city of 35,000. Two cylinders, 3 jobbers, Gem cutter, perforator. 178 fonts metal, 36 fonts wood and 500 lbs. body type; boiler and engine—all in splendid condition. Good run of business and cheap rent. To a party that means business books will be shown. Address "B. S.," Printers' Ink.

N. O. 6 Remington Standard Typewriter. A development—not an experiment. Many notable improvements successfully incorporated into this new model. WYCKOFF, SEAMANS & BENEDICT, 357 Broadway, New York.

DO YOU CHECK YOUR ADS? Are there any leaks in your advertising? Do you measure the goods you get? Do you pay for short space, wrong insertions and omissions? Publishers make mistakes just like other people. Do you want to pay for their blunders? "The Eureka Advertisers' Register and Record" affords a compact, convenient, accurate, time-saving, leak stopping checking system. It is used by such advertisers as Cudahy Packing Co., Walter Baker & Co., Doliber-Goodale Co. (Mellin's Food), Crispy Knife Co., Dr. Kilmer, R. L. Watkins' Advertising Agency, Adams' Tutti-Frutti, Pabst Brewing Co., None-Such Mince Meat. Strongly bound book of 60 pages, post paid, \$3; 100 pages \$4; 200 pages, \$5. Money back if you don't want to keep the book. Sample pages, etc., free. R. SCHIFFMANN, Jr., Publisher, Cor. 5th and Rosabel Sts., St. Paul, Minn.

ADVERTISING MEDIA.

THE YANK, Boston, Mass., 60,000 monthly.

THE HARDWARE DEALER—A magazine for dealers. 78 Reads St., N. Y.

AMERICAN HOME JOURNAL, Easton, Pa. Circ. 7,500 mo. Rates 7c. a line. It pulls.

GOOD advertising brings good results. AMERICAN HOME JOURNAL, Easton, Pa.

THE OPTICIAN AND JEWELER, 96 Maiden Lane, N. Y. A peculiarly good medium for careful advertisers.

If you advertise in Ohio you will get results. For particulars address H. D. LA COSTE, 38 Park Row, New York.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

HAVE you ever tried the AMERICAN HOME JOURNAL, Easton, Pa. Circ. 7,500 mo. Rates 7c. a line. It pulls; just you try it.

PIQUA (Ohio) CALL, 1,515 daily circulation, the leading Ohio country daily. Compare it with the other papers published in Piqua.

THE DAILY GERMANIA, Milwaukee, can prove a larger circulation than any other local German daily. Use it for the Milwaukee trade.

7,500 MAIL buyers monthly. Do you wish to make their acquaintance? Rates 7c. a line. AM. HOME JOURNAL, Easton, Pa.

THE METROPOLITAN AND RURAL HOME, N. Y., an agricultural and family journal, issues over 500,000 monthly. It pays advertisers.

THE HEARTHSTONE, 285 Broadway, N. Y. Largest paid-in-advance circulation of any similar monthly in the United States. Send for rates and sample copy.

ADVERTISING in newspapers of "known circulation" means "BUSINESS." For particulars address A. FRANK RICHARDSON, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

THE EVANSVILLE JOURNAL CO. have placed on file with PRINTERS' INK sworn affidavit of circulation of their publications, THE MORNING JOURNAL, EVENING NEWS, SUNDAY JOURNAL-NEWS.

ARE you advertising in Ohio? We take it for granted that you are, and invite your attention to the leading morning, evening and weekly paper in a leading city. The Dayton Morning Times, circulating 4,500 copies daily; the EVENING NEWS, 9,500 copies each issue, and the WEEKLY TIMES-NEWS, 4,500, are the representative family newspapers of Dayton, and with their combined circulation of 14,000 copies daily, thoroughly reach the homes of that section. Dayton is a prosperous city of 80,000, and the News and Times are long-established journals and have always enjoyed to a marked degree the confidence and support of the best people in Dayton. For prices, etc., address H. D. LA COSTE, 38 Park Row, New York.

BOOKS.

OLD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 313 North 7th St., St. Louis, Mo.

19 COPIES of Fowler's Business Building offered at \$1.35 each, postpaid. E. B. CLARK, P. O. Box 708, Denver, Colo.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 19 Spruce St., New York.

ONLY intelligent advertising pays. The "Advertiser's Bargain Book," containing full information on circulation and rates of all leading dailies, weeklies, magazines, agricultural and religious papers, and many interesting combinations and suggestions how to succeed by advertising, sent to any address for 10c. The most valuable book of this kind. Address INTERNATIONAL NEWSPAPER ADVERTISING AGENCY, 119 Dearborn St., Chicago, Ill.

ADVERTISING AGENCIES.

AGENCIES know GOOD HOUSEKEEPING.

AGENCIES know GOOD HOUSEKEEPING.

STANLEY DAY, New Market, N. J. ADVERTISER'S GUIDE, 25c. a year. Sample mailed free.

If you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

WE don't sell adv. space below cost, but we can beat the crowd on Georgia business. It will pay to write before placing So. advertising. THE JOHN BRATTON CO., Atlanta, Ga.

If you have discovered that there are two kinds of advertising—the kind that pays and the kind that don't—and if you prefer the first kind, suppose you write for our little folder on the subject. It is free and very brief. DODD'S ADVERTISING AGENCY, Boston, Mass.

ADVERTISEMENT CONSTRUCTORS.

AD-SMITH.

BRETT. Ads.

I PREPARE original advertising matter of the better class. Send data and stamp for samples. CLIFTON WADY, Somerville (Boston), Mass.

WM. KOHN, 2115 West Norris St., Philadelphia, Pa. Expert critic of advertisements; 17 years' experience; charges moderate. Write for particulars.

WE have turned out more ads and better ones than any other house in the business. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

A BOOK to order about your business—short and straight to the point. Eight pages. I'll write and print 5,000 for \$30. W. W. BRETT, 361 Broadway, New York.

ONIONS and my 81 ads leave lasting impressions—right kind of impressions 10 ads, \$10. Samples for a stamp. W. W. BRETT, 361 Broadway, New York.

A DS that move with a tinkle and beat, beside some prose is a mental treat. I write, design, print ads in verse or prose. F. L. SMITH, Codman Bldg., Boston, Mass.

NEAT, sensible ads made. Busy and desire mostly technical, chemical, medical and patent subjects. Know them well. Ads each \$1 to \$3; mostly \$3. R. L. CURRAN, Box 899, Chicago.

DON'T like to brag on the product of my head, but I've got some mighty strong proof in favor of the ads I hatch out. A two-cent stamp will put it before you. JED SCARBORO, Box 63, Station W, Brooklyn, N. Y.

BUSINESS dragging! Needs a tonic! Want a remedy? Two or three salient pointers from you, together with a stamp, will merit a little good advice from me. F. McC. SMITH, Loan & Trust Bldg., Washington; Equitable Bldg., Baltimore.

BUILT FOR BUSINESS—The new No. 6 Remington Standard Typewriter. Retains the essential features of simple and durable construction which have made the name and maintain the fame of the Remington, and advance them to a higher stage of development.

UNCORKING some ideas for four different medicine men this week, ironing out some shirt ads for a gent's furnisher, and polishing up a lot of furniture ads for a firm away over in British Columbia. Business hasn't got dull enough to stop my mental machinery yet. JED SCARBORO, Box 63, Station W, Brooklyn, N. Y.

ILLUSTRATED advertisements ought to have ideas in them that will clinch the advertiser's argument. I give such ideas to the artists who illustrate my advertisements; and I take pains to have them carried out effectively. It pays. A very prominent advertiser writes: "Your last advertisement for us is a gem. Every one expresses pleasure at the perfection with which you have carried the matter through." This man has been a successful advertiser for 25 years. His opinion has weight. WOLSTAN DIXEY, 88 World Building, New York.

MANUFACTURERS and others who contemplate a campaign of circulars, booklets and catalogues during 1896 are invited to correspond with me. Long experience with and observation of such things fit me for the preparation of both plans and matter. I can be extremely useful to business men who wish to rid themselves of the details of such advertising. I have a record of success in this sort of work, and can refer to some of the most enterprising advertisers in America. "I want your important work." CHARLES AUSTIN BATES, 1413-1414-1415 Vanderbilt Building, New York.

THERE is more bombastic egotism in one column of this department each week than in all the rest of PRINTERS' INK in a year. I am guilty, too, but there are extenuating circumstances, for I don't take up much space. Readers probably marvel that any business should fall when such an abundance of talent is lying around loose in the highways and byways. But let's talk business and quit this egotism. If you want any kind of advertising matter prepared, send along the facts. If you like the work, pay for it. If you don't like it, don't pay for it. BERT M. MOSES, Box 283, Brooklyn, N. Y. The price is always lower than the other fellow's.

BUSINESS men who advertise in trade papers can most profitably employ my services. There are greater opportunities for conspicuous enterprise in trade paper advertising than in any other. So few are there who pay proper attention to it that the really bright, crisp, fresh advertisements command immediate attention. The advertiser's duty doesn't stop when the contract is signed. It only commences then. Trouble is most business men are too busy to attend to the matter of furnishing fresh copy. In a big business a \$500 contract with a trade paper is so small a thing that it is often forgotten, and 50 per cent of the \$500 is wasted. I will prepare a series of 12 good advertisements for trade papers for from \$25 up to \$300. The ads vary so much in character and size that it is impossible to fix a price before I know all about the requirements of the case. About nine times in ten, however, I can write 12 advertisements for \$50 or \$60. Illustrated ads cost more, of course. I have a few samples of this sort of work. CHARLES AUSTIN BATES, 1413-1414-1415 Vanderbilt Building, N. Y. "Ads that sell goods."

ARRANGED BY STATES.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

ALABAMA.

ALABAMA papers are shy about exploiting their merits.

ALASKA.

NO Alaska paper is big enough to advertise in PRINTERS' INK.

ARIZONA.

ARIZONA papers are too modest to advertise here.

ARKANSAS.

THE best paper in this State hesitates about asserting its excellence.

CALIFORNIA.

LOS ANGELES TIMES—Southern California's great daily. Foremost advertising medium.

COLORADO.

COLORADO papers want page advertisements and have no use for small, classified announcements.

CONNECTICUT.

WEekly **TIMES: Hartford, CONN.**

THE UNION, Bridgeport, Conn. Daily, 7,500. Weekly 3,500. Western Connecticut thoroughly covered by the TWO UNIONS. O. L. MOSES, New York Representative, 620 Vanderbilt Bldg. THE UNION PUBLISHING CO., Bridgeport, Conn.

THE TWO HERALDS.

WATERBURY SUNDAY HERALD. BRIDGEPORT SUNDAY HERALD.

Every nook and corner in the Nutmeg State is covered by them. By special trains and by pony express these two papers are delivered Sunday morning all over Connecticut. Special editions are sent into Hartford, New Haven, Meriden, Danbury and Ansonia.

Combined circulation, **80,000**. 150,000 Readers.

THE HARTFORD TIMES.

WILLIE O. BURR, Publisher.

RUFUS H. JACKSON, Bus. Manager.

Daily—12,500 circulation.

The great advertising medium for reaching the Nutmeg State.

Weekly—7,000 circulation.

PERRY LUKENS, Jr., New York Representative, 73 Tribune Building.

DELAWARE.

IS such a little State.

DISTRICT OF COLUMBIA.

WANTS bigger space and display than can be had here.

FLORIDA.

THE ST. AUGUSTINE NEWS reaches the right kind of people at the right time and in the right way. **FRANK G. BARRY, pub.,** Utica, N.Y.

IDAHO.

ADVERTISING in PRINTERS' INK costs too much, unless one has something really worth saying.

ILLINOIS.

INFLUENCED by its metropolitan city, Illinois is opposed to advertising in newspapers; but is strong on posters and circulars.

INDIAN TERRITORY.

PAPERS are too modest to advertise.

INDIANA.**The Big Weekly of the West.**

The AMERICAN TRIBUNE, of Indianapolis, Ind., is the largest WEEKLY published in Indiana.

KENTUCKY.

WANT to sell anything to horsemen? **KENTUCKY STOCK FARM** reaches them.

LOUISIANA.

SOUTH PRESBYTERIAN, New Orleans, wkly cir. over Ala., Ark., Fla., La., Miss., Tenn., Tex.

MAINE.

ADS in THE INDEPENDENT, Farmington, Me. produce results and mail orders.

BANGOR COMMERCIAL.

J. P. BASS & CO., Publishers, Bangor, Me.

Daily average, nearly 5,000 copies.

Weekly average, over 10,000 copies.

PERRY LUKENS, Jr., New York Representative, 73 Tribune Building.

MARYLAND.

DONT take much stock in advertising; but when it must be done wants more space.

MASSACHUSETTS.

40 WORDS, 6 days, 50 cents. ENTERPRISE, Brockton, Mass. Circulation, 7,500.

WONDERFUL!—Send 10c. to FRANK HARRISON, Boston, Mass., and see what you will get.

NEW BEDFORD (Mass.) JOURNAL. Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

MICHIGAN.

DETROIT SUNS, 118,000 weekly.

BUCHANAN, Mich., is booming. Every citizen reads the RECORD.

SAGINAW COURIER-HERALD. Daily, 6,000; Sunday, 7,000; weekly, 14,000.

SAGINAW COURIER-HERALD is delivered directly into the homes by its own carriers.

SAGINAW COURIER-HERALD, largest circ'n in No. Mich. Full Assoc'd Press dispatches.

DETROIT SUNS, ILLUSTRATED and SUNDAY circulation, 118,000, are profitable mediums.

GRAND RAPIDS DEMOCRAT, the leading paper in Michigan, outside Detroit, 13,000 daily.

SAGINAW evening and weekly NEWS. Largest circulations in the Saginaw Valley, Michigan.

40,000 PROVED CIRCULATION for only 15c. a line. Sample copies and proof of circulation free.

"ONCE A MONTH."

DETROIT, MICH.

DETROIT ILLUSTRATED SUN, weekly, 97,837;

SUNDAY SUN, 25,226. Adv. office, 517 Temple Court, New York City. Books and press-room always open to inspection of advertisers or their representatives.

RESULTS—Advertise where you will get paying returns. Advertisers are well pleased with the ILLUSTRATED and SUNDAY SUNS, Detroit, Mich. Advertising office, 517 Temple Court, New York City. Write for full particulars. Circulation, 125,073 weekly.

SAGINAW COURIER-HERALD is the leading newspaper in Northern Michigan. Issued mornings except Mondays, Sunday and Weekly. Daily, 6,000, est. 1870; Sunday, 7,000; Weekly, 14,000, est. 1887. Saginaw (pop. 60,000) is the third city in Michigan. For further information address **H. D. LACOSTE, 38 Park Row, New York.**

MINNESOTA.

The Housekeeper, Minneapolis, Minn. Woman's Home Paper. Pays Advertisers.

THE DULUTH NEWS-TRIBUNE—The only morning daily paper. Established in 1879.

Published at the head of the Great Lakes, Duluth, Minnesota. The average daily circulation now exceeds 7,000 copies. Daily, Sunday and weekly editions. New rates of subscription: Daily and Sunday, per annum, \$5; daily and Sunday, per month, 50c.; daily, per annum, \$4; daily, per month, 40c.; weekly, per month, \$1. **PERCY LUKENS, Jr., Eastern Advertising Agent, 73 Tribune Building, New York. A. E. Chantier, Editor and Manager.**

MISSISSIPPI.

LIKE the violet seeks seclusion.

MISSOURI.

REACH doctors—**MEDICAL FORTNIGHTLY** does it best. 1006 Olive, St. Louis.

HEROLD DES GLAUBRENS, St. Louis, Mo. Est. 1850. Circulation 33,000. Brings results.

THE HOME CIRCLE, St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1880.

MONTANA.

A NACONDA STANDARD. Circulation three times greater than that of any other daily or Sunday paper in Montana: 10,000 copies daily.

NEBRASKA.

65C.	FREE PRESSE,	65c.
65c.	Lincoln, Neb.,	65c.
65c.	65c. per year.	65c.
65c.	Write for particulars.	65c.

NEVADA.

THE WEEKLY COURIER, Genoa. Six pages. All home print. Leads in Nevada.

NEW HAMPSHIRE.

ADVERTISES for summer boarders only, and they are not in season now.

NEW JERSEY.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - - **15,500.**

Advertisers find IT **PAYS!**

NEW MEXICO.

TOO dry to advertise much.

NEW YORK.

THREE trial lines 25c. in Watertown (N. Y.) **HERALD**—30,000 readers.

FOR any good business it will pay to use **THE CHRISTIAN ADVOCATE, New York City.**

THE NATIONAL PROVISIONER, organ of the meat & provision industries, 284 Pearl St., N. Y.

THE LADIES' WORLD

Circulation Map

Will interest you.
S. H. MOORE & CO., Publishers,
New York, will send it, together
with an estimate on your advertisement.
RATE LOW! CIRCULATION LARGE!

F. M. LUPTON'S popular periodicals, **THE PEOPLE'S HOME JOURNAL** and **THE ILLUSTRATED HOME GUEST.** Sworn circulation, 500,000 copies each issue. Advertising rates, \$2.00 per agate line, less time and space discounts. For sample copies and further particulars address **F. M. LUPTON, publisher, 106 & 108 Rende St., N. Y.**

THE HOUSEWIFE,

81 Warren St., N. Y.

Circulation **75,000 Copies Monthly.**

Send for New Advertising Rates.

Ask for Special Rates for Advertising in

Texas Siftings

BEFORE THE ADVANCE.

ALL AGENCIES.

Albany's Most Popular Daily.

Circulation **17,400.**

Albany's Great One-Cent Newspaper.

This is to certify that the Circulation of **THE DAILY PRESS AND KNICKERBOCKER** is constantly increasing and that the number of copies printed this day was **17,100.** **W. D. KELLY, PRESSMAN,** State of New York, City and County of Albany. Sworn to before me this 16th day of November, 1894.
JOSEPH J. GALLAGHER,
Notary Public, Albany, N. Y.

THE PRESS CO., Publishers,
Press Bldg., Albany, N. Y.

Ten Cents per week for the Daily and Sunday Press.

The Leading Illustrated Paper of America is

LESLIE'S WEEKLY.

Every Live Advertiser recognizes this fact and acts accordingly.

Send for Rates and Copies.

WILLIAM L. MILLER, Advertising Manager,
110 Fifth Ave., New York.

NORTH CAROLINA.

PREFERS local patronage, which pays better.

NORTH DAKOTA.

TOO cold to advertise in the winter.

OHIO.

THE NEWS is the only Sunday paper in Zanesville. Try it.

LARGEST circ'n of any Prohibition paper in nation: **BEACON AND NEW ERA, Springfield, O.**

DAYTON MORNING TIMES and **EVENING NEWS.** Combined circulation 14,000 daily.

YOUNGSTOWN VINDICATOR, 7,900 daily, 5,200 weekly. Leading newspaper in Eastern Ohio.

"THE leading Ohio country daily—THE PIQUA CALL—receives the Associated Press report."—*New York World*.

THE TRI-STATE GROCER visits the grocers and produce merchants of Ohio, Ind. and Mich. weekly. If you are not in it, it will pay you to write to TRI-STATE GROCER CO., Toledo, O.

PIQUA, Ohio, has grown to be a city of 13,000. It is the third city in this country in the production of linseed oil, and "Piqua brand" of strawboard stands at the head. There are only 13 cities in Ohio whose manufacturers pay a greater amount for labor.—*New York Tribune*.

THE Piqua, Ohio, CALL is the only daily paper between Toledo and Dayton and Columbus and Indianapolis which receives wire news—having the exclusive Associated Press franchise. It has a circulation of 1,515 copies daily, and is a live, progressive newspaper. Piqua is connected by electric railway with Troy, Ohio—a town seven miles distant, having a population of 4,000, and **THE PIQUA CALL** has a greater circulation in Troy than any Troy daily. For prices for space, copies of the paper and any further information, address H. D. LACOSTE, 38 Park Row, N. Y.

OKLAHOMA.

THE GUTHRIE DAILY LEADER, the leading morning paper in the Territory, accepts advertising with the distinct and positive guarantee that it has double the paid circulation of any newspaper published in Oklahoma. F. B. Lucas, Adv. Mgr.

OREGON.

WANTS more space—or none.

PENNSYLVANIA.

SCRANTON (Pa.) REPUBLICAN has the largest circulation of any Scranton paper.

EDUCATIONAL INDEPENDENT, school w'kly. EDINBORO PUB. CO., Edinboro, Pa.

THE BEST LOCAL DAILY in Pennsylvania is the **CHESTER TIMES**. 30,000 desirable readers in the garden spot of the Keystone State. **WALLACE & SPROUL**, Chester, Pa.

INTELLIGENCER—DAILY and WEEKLY, Doylestown, Pa.
For guaranteed circulation see
Rowell's Directory. Always
the leaders.
Always best mediums for
advertisers' purposes.

RHODE ISLAND.

HOME GUARD, Providence, R. I.; circulation 50,000; paid up subscription list.

SOUTH CAROLINA.

THE daily edition of THE STATE, Columbia, S. C., is the most popular paper in a hundred South Carolina towns. The semi weekly edition reaches over 1,000 post-offices in South Carolina.

SOUTH DAKOTA.

NOTHING to advertise.

TEXAS.

TEXAS BAPTIST STANDARD, Waco, Texas, has a bona fide weekly issue of 20,000 copies. **THE BAPTIST WATCHMAN**, of the Indian Territory, and **THE BAPTIST OBSERVER**, of Sherman, Texas, have been absorbed by the **STANDARD**.

SHERMAN (Texas) EVENING DEMOCRAT, leading paper in wealthy city of 10,000. Business men and ladies read it. Your ad!

THE POST: Houston, TEXAS.

Has a LARGER REGULAR ISSUE THAN ANY DAILY in TEXAS, and is so guaranteed by Rowell's 1894 Directory under a forfeit of \$100. S. C. BECKWITH, Sole Agent Foreign Advertising, New York and Chicago.

UTAH.

WANTS more space or none at all.

VERMONT.

BURLINGTON DAILY NEWS. New one cent paper; already has largest local circulation; great success. Everybody reads it. It pays advertisers.

WASHINGTON.

P.

SEATTLE P.

SEATTLE TELEGRAPH.

SEATTLE POST-INTELLIGENCER.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

THE TYPOGRAPHICAL REVIEW reaches all printers in Oregon, Wash'n and British Columbia. Want to reach them? Box 1117, Seattle.

SEATTLE POST-INTELLIGENCER guarantees advertisers double the circulation of any other paper in the State of Washington. Eastern office, 93-94 Times Bldg. C. A. HUGHES, Mgr. A. FRANK RICHARDSON, Special Agent, Tribune Bldg.

THE SPOKANE SPOKESMAN-REVIEW

Only morning paper. Consolidation SPOKESMAN and REVIEW. Exclusive control morning field. No competitor within 500 miles. Population Spokane, 1881, 500; 1894, 35,000. The past and present history of Spokane has been marvelous; its future will be the wonder of Western civilization. The REVIEW is the recognized exponent of all the best interests of Spokane and the vast country tributary to it.

WEST VIRGINIA.

NO occasion to advertise since the passage of the Wilson Bill.

WISCONSIN.

BOYCOTT'S NEWS BUDGET, 8-page weekly. Over 12,000 circulation guaranteed.

5,557 COPIES average for the past six mos. in 1894. EXCELSIOR, Milwaukee.

WISCONSIN AGRICULTURIST, Racine, Wis. Largest circulation of any English paper in Wisconsin.

WYOMING.

THE ladies will not allow its newspapers to use **PRINTERS' INK.**

CANADA.

WANTS reciprocity—not advertising.

SO. & CEN. AMERICA.

SOUTH American merchants subscribe for the **PANAMA STAR & HERALD**.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, cost 25 cents a line, for each insertion. One line, without display or black-faced type, inserted one year, 25 weeks, for \$15, 6 months for \$8.50, 3 months for \$3.25, or 4 weeks for \$1. Display or black-faced type charged at 50 cents a line each issue, or \$26 a year, or \$2 a month, for each line of pearl space occupied. Under the heading of each class, as printed below, is placed the name of a paper accorded the largest circulation rating by the American Newspaper Directory.

ADVERTISING.

Printers' Ink, New York.

AFRO-AMERICAN.

Freeman, Indianapolis, Ind.

AGENTS.

Agents' Herald, Philadelphia, Pa.

AGRICULTURE.

Farm Journal, Philadelphia, Pa.

AMERICAN MECHANICS.

American Mechanics' Advocate, Philadelphia, Pa.

ANARCHISM.

Liberty, New York City.

ANCIENT ORDER OF FORESTERS.

Ancient Forester, Brantford, Ontario.

ANCIENT ORDER OF UNITED WORKMEN.

Kansas Workman, Minneapolis, Kans.

ANTIQUES.

American Antiquarian and Oriental Journal, Good Hope, Ill.

ARABIC.

Kawkab America, New York City.

ARCHITECTURE.

Scientific American (Architects' and Builders' edition), New York City.

ARMENIAN.

Haik, New York City.

ARMY AND NAVY.

Confederate Veteran, Nashville, Tenn.

ART.

Art Amateur, New York City.

ATHLETICS.

Outing, New York City.

BARBERS.

National Barber, Philadelphia, Pa.

BEE CULTURE.

Gleanings in Bee Culture, Medina, Ohio.

BLIND.

Mentor, Boston, Mass.

BOHEMIAN.

Slavie, Racine, Wis.

BOOK-BINDING.

American Book-Binder, Buffalo, N. Y.

BOOK-KEEPING.

Book-Keeper, Detroit, Mich.

BOOKS.

Book News, Philadelphia, Pa.

BOOTS AND SHOES.

Boot and Shoe Recorder, Boston, Mass.

BOTTLING.

American Carbonator and American Bottler, New York City.

BREWING.

Brewers' Journal, New York City.

BUILDING.

Carpentry and Building, New York City.

BUILDING LOAN ASSOCIATIONS.

Financial Review and American Building Association News, Chicago, Ill.

BUTCHERING.

Markets, Chicago, Ill.

CABINET-MAKING.

American Cabinet-Maker and Upholsterer, New York City.

CARPETS.

American Carpets and Upholstery Trade, New York City.

CARRIAGES.

Varnish, Philadelphia, Pa.

CATERING.

Table Talk, Philadelphia, Pa.

CEMETERIES.

Modern Cemetery, Chicago, Ill.

CHEMICALS.

Druggists' Circular and Chemical Gazette, New York City.

CHEROKEE.

Cherokee Advocate, Tahlequah, Ind. Ter.

CHILDREN.

Youth's Companion, Boston, Mass.

CHINESE.

Oriental Chinese Newspaper, San Francisco, Cal.

CHOSEN FRIENDS.

Rainbow, New York City.

CLOTHING.

Clothier and Furnisher, New York City.

COAL.

Coal Trade Journal, New York City.

COLLEGE FRATERNITIES.

Chi Phi Chakett, Newark, N. J.

COMMERCE.

Journal of Commerce, New York City.

CONFECTIONERY.

Confectioners' Gazette, New York City.

CREEK.

Anpao Kin, Madison, S. Dak.

CREMATION.

Urn, New York City.

CROCKERY.

Crockery and Glass Journal, New York City.

CULINARY.

Hotel and Restaurant, New York City.

CYCLING.

Cycling, Philadelphia, Pa.

DAIRYING.

Hoard's Dairyman, Fort Atkinson, Wis.

DANCING.

Galop, Boston, Mass.

DANISH.

Posten and Ad Vernen, Decorah, Iowa.

DEAF, DUMB AND BLIND.

Mentor, Boston, Mass.

DECORATING.

Painting and Decorating Philadelphia, Pa.

DENTISTRY.

Items of Interest, Philadelphia, Pa.

DRAMA.

Dramatic Times, New York City.

DRUGS.

Druggists' Circular and Chemical Gazette, New York City.

DRY GOODS.

Dry Goods Economist, New York City.

EDUCATION.

Popular Educator, New York City.

EDUCATIONAL INSTITUTIONS.

Guardian, Waco, Texas.

ELECTRICITY.

Electrical World, New York City.

ELECTROTYPING.

Lithographic Art Journal, New York City.

EMBALMING.

Embalmer's Monthly, Sioux City, Iowa.

ENGINEERING.

Locomotive Engineering, New York City.

ENGRAVING.

Engraver and Printer, Boston, Mass.

ENTOMOLOGY.

Entomological News, Philadelphia, Pa.

EXPORTING.

Spanish-American Trade Journal, St. Louis, Mo.

EXPRESS.

A B C Pathfinder and Dial Express List, Boston, Mass.

FANCY GOODS.

Fancy Goods Graphic, New York City.

FASHIONS.

Queen of Fashion, New York City.

FINANCE.

Financier, New York City.

FINNISH.

New Yorkin Lehti, New York City.

FIREMEN.

Firemen's Herald, New York City.

FLORICULTURE.

Flower, Floral Park, N. Y.

FREEMASONRY.

Masonic Home Journal, Louisville, Ky.

FREE THOUGHT.

Free Thinkers' Magazine, Buffalo, N. Y.

FRENCH.

La Presse, Montreal, Quebec.

FUR.

See Hats, Caps and Furs.

FURNISHING.

Decorator and Furnisher, New York City.

FURNISHING GOODS.

Clothier and Furnisher, New York City.

FURNITURE.

American Furniture Gazette, Chicago, Ill.

GAS.

Water and Gas Review, New York City.

GEOLOGY.

American Geologist, Minneapolis, Minn.

GERMAN.

Der Haus und Bauernfreund, Milwaukee, Wis.

GLASSWARE.

Crockery and Glass Journal, New York City.

GLOVES.

Glovers' Journal, Gloversville, N. Y.

GRAND ARMY.

Home and Country, New York City.

GROCERIES.

Grocers' Criterion, Chicago, Ill.

HARDWARE.

Stoves and Hardware Reporter, St. Louis, Mo.

HARNESS.

National Harness Review, Chicago, Ill.

HATS, CAPS AND FUR.

American Hatter, New York, N. Y.

HEBREW.

Jewish Gazette, New York, N. Y.

HISTORY.

Historia, Chicago, Ill.

HOLLANDISH.

De Grondwet, Holland, Mich.

HORTICULTURE.

American Farm and Horticulturist, Richmond, Ind.

HOTELS.

Hotel Register, New York City.

HOUSE FURNISHING.

American Artisan, Tinner and House Furnisher, Chicago, Ill.

HOUSEHOLD.

Ladies' World, New York City.

HUNGARIAN.

Onallas, Hazleton, Pa.

HYGIENE.

Dr. Foote's Health Monthly, New York City.

ICELANDIC.

Helmskringla, Winnipeg, Manitoba.

IMMIGRATION.

Des Auswanderer und Deutsche in America, New York City.

IMPLEMENTS.

Farm Implement News, Chicago, Ill.

IMPROVED ORDER OF RED MEN.

Wampum Belt, Boston, Mass.

INDEPENDENT ORDER OF GOOD TEMPLARS.

Minnesota Good Templar, Minneapolis, Minn.

INDIAN LANGUAGES.

Anpao Kin, Madison, S. Dak.

INSURANCE.

Indicator, Detroit, Mich.

INVENTIONS.

Scientific American, New York City.

- IRISH.
Gael, Brooklyn, N. Y.
- IRON.
Iron Age, New York City.
- IRRIGATION.
Irrigation Age, Chicago, Ill.
- ITALIAN.
L'Italia, Chicago, Ill.
- JEWELRY.
Optician and Jeweler, New York City.
- JEWISH.
American Israelite, Cincinnati, O.
- JUVENILE.
Youth's Companion, Boston, Mass.
- KNIGHTS OF HONOR.
Knights of Honor Reporter, Boston, Mass.
- KNIGHTS OF LABOR.
Journal of the Knights of Labor, Philadelphia, Pa.
- KNIGHTS OF PYTHIAS.
Pythian Journal, Indianapolis, Ind.
- LABOR UNIONS.
Carpenter, Philadelphia, Pa.
- LADIES' WEAR.
Apparel Gazette, Chicago, Ill.
- LAW.
National Reporter System, St. Paul, Minn.
- LEATHER.
Wool and Hide Shipper, Chicago, Ill.
- LIQUORS.
Bonfort's Wine and Spirit Circular, New York City.
- LITERARY REVIEW.
"TO-DAY," Phila., Pa. The \$1 Review.
- LITHOGRAPHY.
Lithographic Art Journal, New York City.
- LITHUANIAN.
Garsas, Shenandoah, Pa.
- LIVE STOCK.
American Swineherd, Chicago, Ill.
- LUMBER.
Northwestern Lumberman, Chicago, Ill.
- MACHINERY.
American Machinist, New York City.
- MARITIME.
Lewis & Dryden's Railway and Marine Gazette, Portland, Ore.
- MATRIMONIAL.
Climax, Chicago, Ill.
- MECHANICS.
Power, New York City.
- MEDICINE.
LEONARD'S ILLUSTRATED MEDICAL JOURNAL, Detroit, Mich. Circulation over 10,000.
- MERCANTILE PURSUITS.
Business, New York City.
- METALS.
Scientific American, New York City.
- MICROSCOPY.
American Microscopical Journal, Washington, D. C.
- MILLING.
Roller Mill, Buffalo, N. Y.
- MINERALOGY.
Minerals, New York City.
- MINING.
Engineering and Mining Journal, New York City.
- MISCELLANEOUS.
Trained Nurse, New York City.
- MUSIC AND DRAMA.
Dramatic Times, New York City.
- NAVY.
Confederate Veteran, Nashville, Tenn.
- NEGRO (AFRO-AMERICAN).
Freeman, Indianapolis, Ind.
- NEWSPAPERS.
Newsdealers', Publishers' and Stationers' Bulletin, New York City.
- NORWEGIAN.
Amerika, Chicago, Ill.
- NOTIONS.
Fabrics, Fancy Goods and Notions, New York City.
- NUMISMATICS.
American Journal of Numismatics, Boston, Mass.
- ODD FELLOWSHIP.
Northwestern Odd Fellow Review, St. Paul, Minn.
- OOLOGY.
Oologist, Albion, N. Y.
- OPTICS.
Optician and Jeweler, New York City.
- ORNITHOLOGY.
Ornithologist and Oologist, Hyde Park, Mass.
- PAINTS AND PAINTING.
Painters' Journal, Baltimore, Md.
- PAPER.
Paper World, Springfield, Mass.
- PASTRY.
Confectioner and Baker, Chicago, Ill.
- PATENTS.
Scientific American, New York City.
- PATRONS OF HUSBANDRY.
American Grange Bulletin, Cincinnati, Ohio.
- PATRONS OF INDUSTRY.
Michigan Patrons' Guide, St. Louis, Mich.
- PENMANSHIP.
Western Penman, Cedar Rapids, Iowa.
- PERFUMERY.
American Soap Journal and Perfume Gazette, Chicago, Ill.
- PERIODICALS.
Newsdealers', Publishers' and Stationers' Bulletin, New York City.
- PHARMACY.
Pharmaceutical Journal, Detroit, Mich.
- PHILATELY.
Philatelic Journal of America, St. Louis, Mo.

PHOTOGRAPHY.

Developer, New York City.

PLUMBING.

Plumbers' Trade Journal, New York City.

POLISH.

Ameryka, Toledo, Ohio.

PORTUGUESE.

O Novo Brazil, New York City.

POSTAL.

U. S. Official Postal Guide, Philadelphia, Pa.

POULTRY.

Farm Poultry, Boston, Mass.

PRINTING.

Inland Printer, Chicago, Ill.

PROHIBITION.

Beacon, Springfield, Ohio.

PROVISIONS.

National Provisioner, New York City.

RAILROADS.

Locomotive Engineering, New York City.

RAILWAY EMPLOYEES.

Railroad Trainmen's Journal, Galesburg, Ill.

REAL ESTATE.

Real Estate and Building Journal, Chicago, Ill.

RELIGION.

Advanced Quarterly, Philadelphia, Pa.

ROAD MAKING.

Good Roads, New York City.

ROYAL ARCANUM.

Royal Arcanum Journal, Wooster, Ohio.

RUSSIAN.

Amerikansky Russky Viestnik, Mahanoy City, Pa.

SANITATION.

Dr. Foote's Health Monthly, New York City.

SCIENCE.

Scientific American, New York City.

SEA FOOD.

Fishing Gazette, New York City.

SEWING MACHINES.

Sewing Machine Advance, Chicago, Ill.

SHOES.

Boot and Shoe Recorder, Boston, Mass.

SHORTHAND.

Phonographic World, New York City.

SILKS.

Silk Herald of America, Paterson, N. J.

SCANDINAVIAN.

Skandinaven, Chicago, Ill.

SLAVONIC.

Amerikansko Slovenske Noviny, Pittsburgh, Pa.

SOAP.

American Soap Journal, Chicago, Ill.

SOCIALISM.

Die Flacke, Chicago, Ill.

SOCIAL GAMES.

American Checker Review, Chicago, Ill.

SOCIETIES (MISCELLANEOUS).

Michigan Maccabee, Port Huron, Mich.

SONS OF VETERANS.

Sons of Veterans' National Revellie, Chicago, Ill.

SPANISH.

Spanish-American Trade Journal, St. Louis, Mo.

SPORTING.

National Police Gazette, New York City.

STATIONERY.

Newsdealers', Publishers' and Stationers' Bulletin, New York City.

STREET RAILWAYS.

Street Railway Review, Chicago, Ill.

SUNDAY SCHOOL.

SUNDAY SCHOOL ADVANCE (interdenominational), Lyons, Mich.

SURGERY.

American Medico-Surgical Bulletin, New York City.

SWEDISH.

Svenska Amerikanska Posten, Minneapolis, Minn.

TAILORING.

Tailor, New York City.

TANNING.

Wool and Hide Shipper, Chicago, Ill.

TELEGRAPHY.

Journal of the Telegraph, New York City.

TEMPERANCE.

Union Signal, Chicago, Ill.

TEXTILE.

Textile Manufacturing World, Boston, Mass.

TOBACCO.

WESTERN TOBACCO JOURNAL, Cincinnati.

TRUNKS.

Trunk and Leather Novelties Review, Philadelphia, Pa.

UNDERTAKING.

Western Undertaker, Chicago, Ill.

UPHOLSTERY.

American Carpet and Upholstery Trade, New York City.

VOLAPUK.

Volaspodel, New York City.

WATCHMAKING.

Optician and Jeweler, New York City.

WELCH.

Y Drych, Utica, N. Y.

WINE.

Bonfort's Wine and Spirit Circular, New York City.

WOMAN'S RELIEF CORPS.

Grand Army Advocate and Woman's Relief Corps Magazine, Des Moines, Iowa.

WOMAN SUFFRAGE.

Woman's Tribune, Washington, D. C.

YOUNG MEN'S CHRISTIAN ASSOCIATION.

Young Men's Era, Chicago, Ill.

Only ONE Left.



A PAGE, half page or quarter page advertisement contracted for to appear once a month in PRINTERS' INK for the year 1895 will be inserted **FREE** in the one remaining issue of 1894, and also in the American Newspaper Directory for 1895—in the best obtainable position.

ADDRESS

PRINTERS' INK, 10 Spruce St., New York.

Dec. 19, 1894.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

127 Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Three Dollars a hundred. No back numbers.

128 Newspaper publishers who desire to subscribe for PRINTERS' INK for the benefit of their advertising patrons can obtain special terms on application.

129 Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at five dollars a hundred.

130 If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

131 CIRCULATION: A detailed statement of the number of copies printed of every issue of PRINTERS' INK for a full year, prepared to be placed on file with the editor of the American Newspaper Directory, so that the circulation may be correctly rated in the issue of that book for 1895, shows that the actual average issue for the last year was 17,768 copies; for the last six months, 19,875 copies; for the last three months, 21,223 and for the last four weeks, 22,250 copies.

132 OFFICES: NO. 10 SPRUCE STREET.

NEW YORK, DEC. 19, 1894.

If you fail to advertise you fail.

An advertising contract—Reducing the space.

CHRISTMAS literature—The holiday advertisements.

WHEN in doubt where to advertise use the daily papers.

PEOPLE often judge your stock by the quality of your ads.

ADVERTISING is like a carriage—its progress is impeded by getting into a rut.

SHELF-WORN goods cannot be found in the store of a wide-awake advertiser.

THE shrewd merchant and the wise farmer, before looking for a crop, thoroughly cultivate the field.

A GREAT many persons will read a short story who have not time to read a long one. Same way with an ad.

WHEN holiday buyers reach out for suggestions be sure that they do not need to reach far in order to grasp yours.

DIFFERENT persons read the same thing in a different manner; hence the necessity of presenting the same subject in different ways to convince different minds.

A NEWSPAPER ad costs less than circulars and postage, is less trouble to circulate, and is quite as sure of being read.

A UNIFORM pound rate of postage on printed matter within flexible covers is the only equitable solution of the second-class postage puzzle.

MANY a man has failed while waiting for experience to teach him how to advertise judiciously. Moral: Experts may come high, but we must have 'em.

NAILS driven but half way do not fulfil an intent. Half-hearted blows in advertising are as futile. Concentrated applications alone create impressions.

THE sun is represented as being 90,000,000 miles distant from the earth; in fact, about as far away as success is from the non-advertising merchant.

A MAN should advertise as he would court a maiden—boldly and audaciously, yet judiciously and honestly, without too much stringency in the matter of expense.

IF merchants would stop long enough to think before speaking through the advertising columns, there would be fewer failures and more believers in advertising.

ONE of the chief purposes of design in advertising is to secure the attention of the reader. Novelty of design is worthy of consideration, for what is new claims attention at once.

BUSINESS is like checkers—a game in which victory is to the player most skilled in the intricacies of proper "moves." And the proper "move" for the business man is to advertise.

THE further away from the location of a business its advertising is intended to have effectiveness, the more persuasive and trustworthy its appearance must be. The reputation of a business in its own locality is always to some extent dependent on personal knowledge and direct observation. At a distance its advertising has to introduce it, vouch for it, as well as sell for it.

ADVERTISING is like electricity—a great motive power which is becoming more valuable as its intrinsic merits are discovered, and as men learn how to use it to the best advantage.

THE Elmira (N. Y.) *Evening News* publishes at the head of its page the somewhat remarkable statement that "it is the only daily paper in the world published at \$1.00 a year, by mail, postage prepaid."

DRESS doesn't make the ad any more than it makes the man; but all the same it has considerable to do with making a favorable impression for both, and favorable impressions have considerable to do with bringing success to both.

MERCHANTS should bear in mind that "selling goods below cost" is unprofitable in more ways than one. Most people think you're lying and trade elsewhere; while those who believe you will stay away because they don't like to trade with a fool!

A DENTIST could probably drive home the filling in a tooth with a single blow from a large hammer, but he does a better job and the job lasts longer, by using a small hammer and repeating the blows. The same principle holds good in advertising.

BEFORE writing to the publishers of this journal to ascertain the name of some firm which deals in a certain line of goods, our friends should examine the advertisements in PRINTERS' INK, where the information they desire will in many cases be found.

IT is only where newspaper advertising flourishes that other forms of advertising are largely indulged in. The amount of money spent in sign, fence or circular advertising bears about the same proportion to newspaper advertising in one country as in another.

A POUND rate on printed matter, to be paid for in bulk, is a boon to everybody. For one thing it saves the labor of affixing and canceling stamps. The attempt, however, to classify printed matter more closely than can be done by looking at and weighing it is found in practice to result in numerous ills.

THE man who uses the same good judgment about advertising that he employs concerning other items of business, chooses the very best advertising journals and makes his investment with the same degree of safety as the farmer who sows and reaps.

THE sun seems small only by contrast with terrestrial objects, yet furnishes light, heat and food to the earth and holds it in space. A handful of type is nothing in itself. When set in an intelligent description of an article of merit, it has paved many a road to fortune.

IN view of the large number of American advertisers who are now seeking publicity for their goods in Britain and Europe, one would believe that some of the British newspapers would find it to their advantage to introduce themselves to the American advertising kings through the medium of PRINTERS' INK.

THE pound rate of postage on flexible printed matter should be uniform. Just what rate is demanded does not much matter. A rate of four times that now collected for second-class postage would elevate the average character of publications mailed, and result in benefit rather than injury to the most valuable periodicals.

MR. BOYCE, a Chicago publisher, has issued a very pretty book of fish stories about the circulation of his paper. Speaking of these, Mr. Byron Andrews, in the *National Advertiser*, gravely asserts: "If Baron Munchausen were alive and could read them, there is no doubt but that he would bury his head in shame."

THE law forbidding the selling of a newspaper at a nominal subscription price is a bad one in the beginning and a dead letter in the end. Daily papers are now issued for a dollar a year, and the New York weekly *Tribune* is sold to clubs, under conditions, at 25 cents a year. A respectable list of weekly papers issued at 10 cents a year already exists. Try to obtain a Post-Office Department ruling on what constitutes a nominal rate and the attempt will be a failure. If anybody wants to give away a good paper, why should he not be permitted to do so?

THERE is more education to be gleaned from a good seed catalogue than from the average story paper. Such catalogues are mailed by the ton, and no class of publications is issued that is more effective in stimulating letter-writing, and the postage upon letters pays a handsome profit to the Post-Office Department.

THERE is a good deal of significance in the following advertisement, which appeared recently in the personal columns of the New York *Herald*:

WANTED—To know the address of one who sells umbrella supplies. Address F. BROWN, 1402 Green St., Augusta, Ga.

Mr. Brown is one of many intelligent men recognizing the fact that almost anything, and information in regard to almost anything, is obtainable by advertising for it.

ON Sunday, the 9th inst., the New York *Press* celebrated the anniversary of its seventh birthday by issuing an edition of 72 pages, containing over 260 columns of business announcements. A remarkable feature of the number was the 12-page advertisement of Ludwig Baumann & Co., which, according to Mr. Philip Ritter, the advertising manager of the *Press*, is the largest mercantile advertisement ever printed in any issue of any newspaper in the United States, or any other country. It is mighty lucky for the *Press* and Messrs. Ludwig Baumann & Co. as well, that the post-office people did not see that big paper with its unparalleled ad.

THE publishers of PRINTERS' INK recently presented a "dummy" copy of a proposed special number for inspection and approval at the New York Post-Office and it was approved. This inspection and approval was by Mr. James Gayler, who for nearly twenty years has been the authority on such matters in the New York Post-Office. At a later day, by order of the Post-Office Department at Washington, for assigned reasons that did not apparently have any application whatever to the case, that particular issue of PRINTERS' INK was excluded from the mails and its publishers were cautioned that to again be guilty of a similar irregularity would jeopard the right of the ordinary issues of PRINTERS' INK to be carried in the mails as second-class matter.

The publishers thereupon addressed the Department, asking to be told in what the irregularity complained of had consisted, and in what way it would be possible in future to learn in advance what would and would not be deemed an irregularity. To the first letter of inquiry on this point the Department did not respond. To a second letter there came a reply, civil, kindly and polite, but containing no word that could be construed as an answer to the question. A third letter was finally addressed to the Department, begging that, in the face of the warning not to be guilty of further irregularities, some way might be pointed out by which it would be possible to avoid departmental censure, since it had been shown that our New York Post-Office was not considered competent to deal with such questions. To that third letter, at the time of the present writing, no reply whatever has been received. How is this for a state of things?

MR. E. F. BAUM, formerly one of the proprietors of the Harrisburg (Pa.) *Call*, has opened offices in the Pulitzer Building, New York, where he will act as the representative of a select list of thirty Pennsylvania papers. If Mr. Baum's enterprise meets with the encouragement it seems reasonable to expect, it will not be long before selected newspapers in many other States will be represented here. Several Indiana publishers have for a year or more made trial of the plan, employing Mr. Frank S. Gray as their agent, and he is thought to have been moderately successful in his efforts to serve them acceptably.

WHAT WOULD MARY SAY?

Mary had a little lamb,
Its fleece was white as snow,



Until the ad-man came that way
And shortly left it so.

LEGAL ADVERTISING ON SUNDAY.

"THE SIGNAL,"
A live Sunday Paper, Published for
West Troy by the
SIGNAL PUBLISHING COMPANY,
J. E. Williams, Manager.
WEST TROY, N. Y., Dec. 7, 1894.

Editor of PRINTERS' INK:

The question has been raised here regarding the legality of legal notices, foreclosures, sales, citations, etc., published in Sunday papers. Will PRINTERS' INK define the position of Sunday papers in regard to legal advertising, and oblige,

Very respectfully,
J. E. WILLIAMS, Mgr.

According to Mr. Philip Carpenter (the well-known lawyer, of the Potter Building, New York, who was appealed to by PRINTERS' INK for an opinion on this matter), chapter 622, of the laws of 1892, provides that "all service of legal process of any kind whatever" on Sunday is prohibited and "is absolutely void for any and every purpose whatsoever." The publication of summonses, citations, foreclosure notices, etc., said Mr. Carpenter, is a species of service of legal process, and has no legal effect whatever when made on Sunday. If, however, any one should be foolish enough to order announcements of that character in the West Troy *Signal*, or any other Sunday paper, the publisher could compel payment therefor. The statute (laws of 1871, ch. 702) provides that "all contracts or agreements of any nature made with the publishers" of a Sunday paper "shall be as valid, legal and binding as contracts made with newspapers published any other day."

HANDLING HIM WITHOUT GLOVES.

BROOKLYN, Dec. 10, 1894.

Editor of PRINTERS' INK:

Here are a couple of "bong-moes" from the Chariton (Mo.) *Courier*. The editor of the Arizona *Kicker* has a worthy rival, indeed:

"It is entirely natural for a jackass to bray. The editor of the Keytesville *Signal* is recognized both by his "voice" and the length of his ears. His braying can do harm, but he should be restrained from running at large, as there is a stock law in full force and effect in this county.

"We have not only publicly charged Chas. G. Singleton, the dirty, mangy, drunken editor of the *Signal*, with being a liar, but have proved it. His case is now in the hands of a very much disinterested and disgusted public, and it can deal with the gentleman (?) as it sees fit. As for the *Courier*, we decline to take any further notice of or further offend our readers or further disgrace the columns of this paper by ever again alluding to a man (?) of as small calibre and of as low degree as Chas. G. Singleton."

BERT M. MOSES.

HE WANTS TO KNOW.

WOOSTER, Ohio, Dec. 4, 1894.

Editor of PRINTERS' INK:

Certain means produce certain results. In advertising, the means as planned by the advertiser are often countermanded by circumstances over which he has no control. Notwithstanding this fact, we can pretty accurately determine the results from certain means. A worthy article judiciously advertised brings good results. All advertisers believe this. But it seems to me that this conclusion is too general for the student of advertising. Is it not susceptible of further analysis? To make myself plain, let us consider this example:

Brown is the author of a new book and in order to introduce it to the public he expends \$500 in newspaper advertising, offering to mail a copy of the book directly to customers for, say, \$2. Now, a number of questions may be asked. Supposing the book to be a fairly good one, and the advertising to have been done judiciously, about how much money should he reasonably expect to receive in return for the book? If the advertising was all done at one time, should he receive \$250 worth of orders, say within three weeks, and rely on the influence of these customers to make up the balance? After the three weeks the orders would rapidly fall off, and only stray ones would come in at the end of a month or six weeks, which were influenced directly by the advertisements. How many dollars' worth of orders ought Brown to receive in order to be reasonably convinced that his book and method of advertising would succeed, if continued? This question, I claim, can be pretty accurately answered by those who have had experience on an extensive scale, and it is a general analysis of these results that I am particularly after. Supposing Brown to be totally ignorant as to the probable return, he might give up in despair with a return of \$600 in orders, and yet an advertising expert might consider this exceedingly good, and he might go on and make a fortune out of that book. Should the results be above or below the expenditure? This can be fairly accurately answered by "yes" or "no." Which is it? If Brown did not receive a single order, the means could very reasonably be pronounced a failure, and it would not require an expert to come to this accurate conclusion. If he received \$3,000 worth of orders within three weeks he could reasonably hope to make a fortune by continuing to advertise, about the same means prevailing. Such successes, however, are very rare, and in giving a general answer as to how much Brown should expect from his \$500 advertisement they cannot be considered.

As to results, direct or indirect, we are all at sea and can say but little about it, and yet the law of average enables us to name certain general results.

Again, if Brown received \$300 worth of orders on a \$500 investment, how much would he likely receive on a \$5,000 investment? Would the result be better, and if so, how much? To be sure, we cannot definitely say in any particular case whether it would or not, but experience can say, "the probability is that the returns would exceed the expenditures 25 per cent." In other words, would the income be more likely to exceed the expenditures in a \$5,000 investment than in a \$500 investment? Granting, of course, the means are proportionally the same. A thorough knowledge of the results of advertising, I claim, will enable one not only to answer this by "yes" or "no," but to give the per cent of increase. Such answer, of

course, would be very general, and would be based, not on a single case, nor a hundred, but it would be based upon the average returns from thousands of cases.

It seems to me that inexperienced advertisers need about as much teaching in this line as in any other.

Will the Editor or some expert please answer the above questions?

Respectfully, GIDEON BIXLER.

AN OHIO MAN'S METHODS.

CLEVELAND, O., Dec. 10, 1894.

Editor of PRINTERS' INK:

DEAR SIR—During a long, and what is all-important, a successful business career, advertising has been an important factor with us. Being interested in several enterprises places us in a position to assert that advertising and "keeping everlastingly at it" pays. The style first adopted by us was somewhat after the following, and, though somewhat stuck on our style, we are open to advice and suggestions toward improvements. The ball was started with a coal ad:

COAL was discovered at Richmond, Va., in 1750. This coal was used at West-ham, on the James river, to make shot and shell during the War of Independence.

Plenty of "white" was used and no display except the first word and name and address.

The next was used in the hardware trade:

IN Northern Siberia the ground freezes to the depth of 660 feet, and thaws to the extent of three feet in the summer. Weather Strip won't keep the frost and cold out of the ground, but it will keep it out of your house, save coal, doctor and undertaker bills, etc.

Then the name and address, as before.

The third explains itself:

VIOLENT DEATHS! Out of every 1,000 deaths in the United States forty-one are violent. Are you insured?

The address in all cases is not so large as to attract attention from the matter above it. Everybody thirsts for knowledge; hence, bits of information turned into an ad stand good chances of being read and digested by the thousands who are so tired of seeing those old stereotyped expressions: "Coal! Coal! Coal! Go to Jay Oldtimer for Coal." Or "Dry Goods! Go to Calico, Alpaca & Co. for Dry Goods." Thanks to the patent insides of the weekly papers and "Useful Information" columns, copy could be found at all times on any subject and with the addition of a few words made into a good local or ad. The duller the season the oftener the matter was changed. The papers used were *always* the clean, high-class paper; the paper employing men, not boys, to set their ads, and never in the "gutter" or sensational paper. The readers of the latter class of literature are too much interested in the filth and rot to be found in its columns to bother reading ads; except, probably, saloon ads, and we are not in that business. Another class well to leave alone is the free puff paper. We never did and never will put an ad in a paper whose editorial columns are used to puff an advertiser; and, more than that, would not subscribe or waste time reading one of that class.

"No exaggeration and but little display" is one of our mottoes.

We have often used ads from your "School-master" and have had good returns from them. Yours truly, W. J. MCM.

A FOOL AD.

"THE MONTICELLO HERALD," }
J. B. Van Buskirk, Prop'r. }
MONTICELLO, Ind., Dec. 7, 1894. }

Editor of PRINTERS' INK:

What do you think of the inclosed ad from

BY REQUEST

Of my fellow citizens, I foolishly retire from my present position and very foolishly open my fool store just opposite our new court house, to B. I acknowledge I am a fool to foolishly sell buggies and harness goods at the present fool prices, but I have again knocked off another \$5 on all my buggies. So that now you can buy a buggy for even less than what would have been cost price last spring.

Charles Lamb once wrote that he would give a trifle to know, historically and authentically, who was the greatest fool that ever lived.

THIS WAY, CHARLEY, IF YOU PLEASE!
I will advertise this way until I find "de bait is wuf mo' 'an the fish, den I stop fishin'."

Come and see rry fool prices on the most complete line of buggies in town.

L. G. GUSTAVEL,
Wholesale and Retail.

a Monticello harness dealer for originality and effectiveness?

J. B. VAN BUSKIRK.

"THE CRITIC'S" CRITICISM.

"THE CRITIC."

J. B. Gilder, President.
J. L. Gilder, Treas. and Sec.
NEW YORK, Dec. 10, 1894. }

Editor of PRINTERS' INK:

We observe in your issue of December 5 Mr. Joel Benton's statement that *The Critic's* "circulation reaches the goodly sum of 4,000." It is years since the circulation of *The Critic* averaged as few as 4,000 copies. For the past ten weeks its average circulation has been 6,750 copies. For the first eleven months of 1894 our subscription receipts have shown a gain of 20 per cent over the corresponding period of 1893.

As Mr. Benton's other remarks about the paper were complimentary, we cannot believe that the one to which we take exception was meant to be injurious. We rely, therefore, upon your giving such publicity to this correction as you have given to the statement it refers to.

Very truly yours,
J. B. & J. L. GILDER.

A THANKSGIVING AD.

HELENA, MONT., Nov. 30, 1894.

Editor of PRINTERS' INK:

The following appeared in the window of a live market man in this city the day before Thanksgiving:

BE THANKFUL
THAT
TURKEYS
ARE
15 CENTS A POUND.

He closed out his entire stock. Less aggressive market men have turkeys on hand.
W. R. CONNER.

COUGH AND COFFIN.

"THE CROWLEY SIGNAL."
W. W. Dusen, Editor and Prop'r.
L. S. Scott, Publisher.
CROWLEY, La., Nov. 27, 1894.

Editor of PRINTERS' INK:

I herewith inclose an ad from one of my exchanges:

◆ YOU DON'T WANT TO BE ◆
"DEAD IN IT."

Your severe fit of



stopped at once by
HOWELL'S COUGH BALM.

FOR SALE BY

- ROTH DRUG CO. -

While it doubtless attracts attention, it is questionable with me whether or not it will sell the goods. Would be pleased to have your opinion.
L. S. SCOTT.

SELL FOR CASH.

NEW YORK, Dec. 6, 1894.

Editor of PRINTERS' INK:

Perhaps you can throw some light on this subject, which is of considerable interest to advertisers. I get answers to my ads in trade journals, but a very large proportion of such answers are from people who do not seem entitled to credit; that is, they are not rated by Bradstreet or Dun.

The question arises why large houses with ample capital do not oftener, in response to advertisements, send for catalogues and prices?
INQUIRER.

Large houses are comparatively few and are sought out and supplied with catalogues; but there are lots of little fellows, and there is profit in their trade if you word your ad aright and demand a check with the order.—[Ed. PRINTERS' INK.]

A HOT WEATHER AD.

CLEVELAND, O., Dec. 10, 1894.

Editor of PRINTERS' INK:

I inclose a copy of an ad which appeared in the Fairmount *West Virginian*, under date of November 23. It's a five-inch single-column ad, and would like your idea of its value to the advertiser and the value of harm it will do to the editor of the *West Virginian*, who, were he wide-awake, would endeavor to have the ad changed, even if snow isn't over a foot deep in West Virginia:

"HOT WEATHER COMFORTS!

Screen Windows, Screen Doors, Ice Cream Freezers, Oil Stoves," etc.

Not a word about snow shovels, lanterns, or anything else except "Hot Weather Comforts." Guess he don't keep them.

W. J. McMAHON.

IMPORTANT NEWSPAPER CHANGE.

NEW YORK, Dec. 8, 1894.

Editor of PRINTERS' INK:

I am in receipt of a telegram, under date of December 7, from Mr. Jas. D. Hoge, Jr., Business Manager of the *Seattle Post-Intelligencer*, which reads:

"Saturday will be the last issue of the *Telegraph*, as we are now in full possession."

This refers to the suspension of the *Seattle Morning Telegraph*, a paper that has been in existence since August, 1891. The *Post-Intelligencer* now occupies the morning field alone. The United Press franchise, formerly controlled by the *Telegraph*, as well as the plant used by that paper, becomes the property of the *Seattle Post-Intelligencer Publishing Company*, which, in addition to its present excellent equipment, gives it the largest and most complete newspaper plant north of San Francisco.

C. A. HUGHES, Eastern Manager.
Seattle Post-Intelligencer,
Daily, Sunday, Weekly.

SHOES ILLUMINATED.

NEW YORK, Dec. 11, 1894.

Editor of PRINTERS' INK:

The following sign, displayed by a Bowery tinsorial artist, has many glances turned toward it by passers-by:

PROF. SULLIVAN,
THE WORLD'S FAIR
CHAMPION

—GOLD MEDAL—
SHOE BLACK,
ON VIB-W INSIDE.

Shoes Artistically Illuminated.

5c.

AN ADVERTISER'S BUMP OF SELF-ESTEEM.

CLEVELAND, O., Dec. 10, 1894.

Editor of PRINTERS' INK:

What think you of the bump of self-esteem this advertiser carries around? Methinks the bump is a hole, and a deep hole at that. This appeared in the *Cleveland Leader* of the 4th inst.:

FOR SALE.—One very handsome gray pacer with 230 speed; he is a perfect gentleman's road horse; owner having no use for him.

W. J. McMAHON.

A HOME INDORSEMENT.

LAKEPORT, N. H., Dec. 7, 1894.

Editor of PRINTERS' INK:

In the last issue of PRINTERS' INK there appeared a short editorial mention that strikes the nail squarely on the head in more ways than one. I mean the paragraph in regard to United States Senator William E. Chandler, from New Hampshire. Mr. Chandler is not only one of the cleverest of politicians, but he is one of the coolest business men that can be found from Maine to California. He has a peculiar way of getting right down to the point in all matters great or small.

SHAW.

A COBBLER'S SIGN.

"THE DRUGGISTS' CIRCULAR," }
NEW YORK, Dec. 8, 1894. }

Editor of PRINTERS' INK:

How is this for a cobbler's sign?

SHOES HALF-SOLED
AT
BOTTOM PRICES.

It is not copy-righted.

FRANCIS B. HAYS.

THE "RELIGIOUS HERALD."

Editor of PRINTERS' INK:

[STATE OF VIRGINIA, } To Wit:
CITY OF RICHMOND. }

This day personally appeared before me in my city aforesaid, W. H. Sadler, bookkeeper of the Religious Herald Company, publishers of the *Religious Herald*, and known to me to be such, and made oath that the circulation of the *Religious Herald* on this day is seven thousand five hundred.

Given under my hand this 17th day of November, 1894.

WM. ELLYSON, Notary Public.

WHAT "PRINTERS' INK" DID.

—, Ohio, Dec. 6, 1894.

Editor of PRINTERS' INK:

DEAR SIR—Accept thanks for the remittance I received this morning. It was a very liberal one, considering the matter it was in payment for. I inclose a brief article, which may give you an idea if it is not available in its present shape. If you do not use do not trouble to return it.

I have a very warm feeling for PRINTERS' INK, as it was answering an ad in it that made me an editor instead of a farmer.

Yours, very truly, —.

AN EXCELLENT PLAN.

MARION, Ind., Dec. 7, 1894.

Editor of PRINTERS' INK:

We mail you samples showing an idea which we carry out each day. In every issue of our paper we have a clipping from your editorial column giving some point for advertisers. It has proved most beneficial and is creating quite an interest. At what rate could you make us, say, 25 or 50 copies of PRINTERS' INK for sending to our advertisers?

Yours truly, HOUCK & WESTLAKE,
Pubs. Daily and Weekly Leader.

PRAISE FROM SIR HUBERT.

PHILADELPHIA, Dec. 6, 1894.

Editor of PRINTERS' INK:

We are in receipt of the November 28 or Year Book issue of PRINTERS' INK. We congratulate you both on the enterprise and the success which has come as a result of that enterprise, as shown by the copy now before us. Very truly,

RELIGIOUS PRESS ASSOCIATION,
W. R. Roberts.

If you have something that I want,
Stored away within your cellar,
And if you want to sell the stuff,
Why don't you tell a feller?

Hey?

THE ETHICS OF ADVERTISING.

By R. G. Ray.

II.

In my last paper I gave some examples of magazine advertising as that art was practiced a quarter of a century ago, selecting the last number of *Putnam* as my source of information. *Harper's Magazine* had then reached its forty-second volume, the *Atlantic* its twenty-sixth and the *Galaxy* its tenth volume. One of the most ambitious magazine advertisers at this period was the Mason & Hamlin Organ Company, with a home office at No. 154 Tremont st., Boston, and a New York office at No. 596 Broadway; they had a quarter page in *Harper's*, *Littell's Living Age*, *Scribner* (for Dec. 1870), and, think of it, a colored inset, the size of a full page, in the *Atlantic* (for Nov., 1870). Yes, verily, an inset, and in all the colors of the rainbow at that! There were no illustrations—no vulgar attempt at pictorial effect, not even a cut of one of their famous organs; nothing but a plain, printed page; but every line of a different color, and in glaring contrast with the adjacent lines. As a specimen of typographic printing, that inset was fearfully and wonderfully made; it fairly hurt the eyes to look upon it, so vivid were the colors and so dazzling their combination. First, a line of doric pica in ultramarine blue; the next line, "Mason & Hamlin Organ Co.," in heavy three-line gothic primer, of a bright scarlet; then a two-line great primer mural, in cabbage green, to be followed by "Reduction of Prices," in rococo two-line pica of a golden yellow. Think of the effect! If brother Brown, of *Art in Advertising*, should see it, it would turn his hair white before he had reached the bottom of the page.

Compare that with the refined, chaste and artistic combinations of type and color which now prevail in that style of chromatic ads, and we shall find no better or more pointed evidence of the wonderful advance in taste and feeling which has taken place during the last twenty-five years in the scientific art, or artistic science, of advertising.

Let me mention the names of a few of the more conspicuous advertisers of that period who have survived down to the present time; and not only survived, but prospered and become both rich and famous in the commercial and manufacturing world, thanks to judicious and *persistent* advertising: for, glancing over the advertising pages of the old magazines of nearly a quarter of a century ago, we shall see some old faces whose smiles still greet us in the periodicals of to-day, as, for example, Colton, the flavoring-extract man, of Westfield and New York; Colgate & Co., the well-known soap manufacturers (who, in those days, had no competitor in Pears'); the Travellers' Insurance Co., of Hartford, Conn.; Vick's Garden Seeds and "Illustrated Catalogue," which in later years developed into a popular periodical; Thea-Nectar, Pratt's astral oil, Joseph Gillott's steel pens, Marvin & Co.'s safes, the Home Insurance Co. of New York, the Gorham Manufacturing Co., the Mott Iron Works, and (of course) Sapolio. These concerns, together with those mentioned in my first paper, are about all of the magazine advertisers, on a somewhat ambitious scale, who have survived the strikes, panics, elections and other vicissitudes of the intervening twenty-four years.

It is curious and interesting (as well as instructive) to watch the gradual evolution and development of a large business whose main reliance is liberal advertising in mediums of the better class. Take, for example, Dr. R.

V. Pierce, of Buffalo, now the president of the "World's Dispensary and Invalids' Hotel" in that city, and one of the ablest and most liberal advertisers in the world; but in those days (November, 1870) the modest practitioner and manufacturer of "Dr. Sage's Catarrh Remedy" exploited in an inch ad in *Harper's* for that month, and in that periodical only, as far as I have been able to ascertain; compare that modest ad, the most striking feature of which was the offer of a reward of \$500 for a case of catarrh that could not be cured by that remedy, with the ads of Dr. Pierce's world-renowned institution of to-day, and no better proof and illustration can be found anywhere of the wonderful power of printers' ink judiciously, adroitly and persistently applied. But even then, although occupying only about an inch of space, Dr. Pierce's ad was by far the most conspicuous and striking in the whole magazine on account of its peculiar, noticeable arrangement, with the black-rule border and the face (or part of face) on one side.

By the way, did Dr. Woodbury, that other distinguished advertiser of Dermatological fame, borrow his idea of "Who is it's" face from his brother physician's ad, or vice versa?

When *Scribner's Monthly* succeeded the old *Putnam*, its business managers (at the head of whom was the late Roswell C. Smith, who was also one of the largest stockholders in the concern) made a vigorous and well-timed bid for advertising patronage, at the same time lowering the subscription price to three dollars a year. All the other leading magazines were four dollars per annum, which had also been the price of the old *Putnam*, and Scribner was the first to reduce the price. The rates of advertising were \$100 for an inside page; for pages next the reading matter, \$200 each; for the pages next the cover, \$150, and for half-pages and quarter-pages, half of these rates, with twenty per cent added. Wm. J. Carlton & Co. were the advertising agents for *Scribner*, and invited parties who contemplated using the cover for announcements to call on them and get special rates. Special inducements were also offered to publishers of new books, who could insert announcements of new publications, occupying not more than one-eighth of a column (or one-sixteenth of a page) for the low price of \$10 each insertion. An examination of the advertising pages of later numbers of this magazine, for the years 1871-2-3, shows that nearly all the large publishing houses in New York and Boston took advantage of this offer, filling several pages every month with such announcements, so that for the first three or four years after its birth, *Scribner's Monthly* had a sort of monopoly on that line of advertising. What assisted not a little in building up this branch of literary advertising patronage, and proved a strong inducement, was the knowledge that all publications were regularly reviewed and criticised in the "Books and Authors at Home" department of the magazine by its able and popular editor, Dr. J. G. Holland.

I have reviewed, in the foregoing, the status of magazine advertising as it existed twenty-four years ago, because only by a comparison of the old with the new, of the effete and obsolete methods with the new and modern aspect and manifestations of this science as they now exist, shall we be able to trace the development of important laws which dominate the whole science and art of advertising, from alpha to omega, and which are, within their precinct, as specific, certain and immutable, almost, as the laws of nature. As to the

nature of these laws, their application and operation, I hope in a future paper to have something both interesting and instructive to tell the numerous pupils of the "Little Schoolmaster."

R. G. RAY.

A WISE MAN FROM TORONTO SPEAKS.

Trade papers are clearly a product of the 19th century. Mercantile interests and the mass of mechanics have so many interests which public newspapers cannot represent that the trade journal has become indispensable to them in their callings. A local paper seeks first the news of the town and then fills its columns with matter which its editor thinks may interest the class of readers to which he caters. The trade paper is more conservative, limiting itself to such subjects as directly refer to what it represents. In number trade journals are best expressed as "legion," while the really good ones are scarce. The success of such papers depends much on the reading matter, as those who subscribe do so for the knowledge they hope to gain. In *Scribner's*, *Century*, *Harper's* and other representative monthlies, original matter is published in each, and one could be a subscriber to them all and not read the same article twice—trade journals should be the same if they hope for success. No reader wants to subscribe to several such papers and find them made-up of articles clipped from one another, whether credit is given or not, though the latter often prevails in a desire to appear original. Should any publisher seek a model periodical of class interests he is referred to PRINTERS' INK. In editing and typographical appearance it is all that could be desired. Filled with originality from beginning to end, it cannot but help and inspire its readers with the value of advertising. Its motto seems "the half has never been told" in what it seeks to impress upon its readers, and it succeeds, as is evident by the large number of people it reaches. Through its readers it secures advertising patrons, who are not slow to see the value of such a medium as a means of success to their own business.

The above should apply to all trade papers. By original methods and news articles secure subscribers, and when these are possessed, advertisers are only too eager to take space, thereby giving the publisher a joy known only to his class.

WM. R. ADAMS.

A MEDICAL CONUNDRUM.

Why is it that handsome or even fairly good-looking people are never sick, and are never cured by somebody's patent remedy from the most dangerous diseases? I am led to this question from an attentive study of many of the patent medicine faces that now form a stock part of the illustrations in almost every daily or weekly paper. Evidently, it is not only beauty that is vain. Ugliness and mediocrity seem to be special marks for the arrow of disease. Or is it that the beautiful die, and only the plain looking and the ordinary are preserved? Cannot somebody invent a medicine that will heal good-looking people, and thus give a new and æsthetic character to the diurnal illustrations which figure and disfigure the columns of so many of our contemporaries? Disease is a frightful thing, and can often make terrible ravages with beauty; but just what havoc recovery can make of a countenance one scarcely understands until he sees a gallery of patent medicine advertisements.—*Medical Sentinel*.

A WOMAN PRESS AGENT.

All the really progressive persons in the United States naturally drift to Colorado, and so it is not strange that Denver should welcome Miss Belle Archer, the only woman who has ever traveled, as advance agent, ahead of a theatrical company.

When asked about her experience as advance agent, Miss Archer said:

"You know I was just recovering from a severe illness and had not the strength to endure the fatigue of a dramatic engagement. Miss Carrie Turner and I were good friends and had been members of the same company. When Miss Turner decided to travel as a star, it occurred to me it would be a rather pleasant thing to secure the position of advance agent for her. She liked the idea, but her manager was not at first the least bit enthusiastic.

"But, of course, he finally agreed. My first city on my tour was Syracuse, N. Y., and I did not have a bad time at all. I confined my attention to the press work. I visited all the newspaper offices and met the dramatic editors, who proved to be a very nice lot of men.

"The first and about the only drawback to my usefulness was the propensity the newspaper men had for writing me up instead of the star I was representing. I would talk to a dramatic editor half an hour and tell him all about Miss Turner and her play, 'The Crust of Society,' and then he would run my picture with a column on 'Woman in a New Sphere,' or something of that sort."—*Denver Times*.

HOW EMBALMERS SHOULD ADVERTISE.

The question of what is permissible in the way of advertising for funeral directors has often been discussed at our association meetings, and the verdict generally reached has been that, as a matter of professional ethics, they should confine themselves to a mere card in the newspapers and an ordinary sign at the place of business.

This is copying the modesty of doctors and lawyers, and perhaps the rule is a good one; but I have noticed that many funeral directors use what seems to me a very objectionable method of advertising by fitting up a show window and displaying therein a casket elaborately trimmed. I not only question the taste of such a display, but also its utility as an advertisement. A coffin is not a pleasant sight under any circumstances, and in my judgment is only displayed to advantage when a purchaser is at hand.

I do not believe a surgeon would extend his practice by exhibiting to the public the instruments he uses; nor the doctor by showing his medicine case or the tapeworms and malformations he has preserved in alcohol.

So far as the pure question of ethics is concerned, it seems to me that a well-worded advertisement or a write-up in the reading matter of a newspaper, or a neat circular, or even a simple sign by the roadside, like this: "Thomas Jones, Embalmer and Funeral Director, 124 Main street," should not be deemed unprofessional, but in all respects preferable to the gaudy display in a window.

—*Embalmer's Monthly*.

NO, INDEED!

Now, I would like to know what an advertising expert is. I know men who write business-bringing ads for the house employing them, but no one calls them "experts." Why should they?—*Business*.

A GREAT MERCHANT'S FIRST ANNOUNCEMENT.

Judge Hilton handed the writer one of the firm's circulars showing a photo-lithograph of a portion of the New York *Daily Advertiser* of September 2, 1893, and containing the first advertisement of the late A. T. Stewart on his commencing business. The announcement is as follows:

NEW DRY GOODS STORE.

No. 283 Broadway, opposite Washington Hall.

A. T. STEWART informs his friends and the public that he has taken the above store, where he offers for sale, wholesale and retail, a general assortment of fresh and seasonable DRY GOODS; a choice assortment of

Irish Linens, Lawns, French Cambrics, Damask, Diaper, &c.

N. B.—The above goods have been carefully selected and bought for cash, and will be sold on reasonable terms to those who will please favor him with their commands.

—*New York Herald*.

NEED OF A RATE SCHEDULE.

It is well enough to fight a little shy of the advertising column that has no settled valuation. The prudent advertiser will not be beguiled into buying "space at any price." As for the ambitious publisher, with a new and dubious enterprise on his hands, who points to the quantity of his advertisements as evidence of the booming success of his paper, he should also be able to state, as a guaranty of good faith, so to speak, that he is getting living rates for them. Even if they be not so high as those of his "old-established" contemporary over the way, the very fact that he has a one-price mark on his goods and stands by it, will be to his lasting advantage. The rising young paper can get along for a while without a circulation affidavit, but it needs a rate schedule from the start, the one to be graduated by the growth of the other.



PARADISE REGAINED.

Sabbath School Teacher—Then, children, man was created and placed in this beautiful Garden of Eden among singing birds, trees and fragrant flowers. Why, oh, why, did he leave it?

Ikey Isaacstein—Cause, he dinks he discovers a vine obening vor de cloding piziness!

A POINT IN THE PREPARATION OF ADVERTISING LITERATURE.

While manufacturers and others are yearly extending greater attention to the elegance and general completeness of their advertising literature, it is matter of regret that they should so frequently overlook the importance of having such productions well written and grammatically correct before offering them for the perusal of the public at large.

By "advertising literature" I refer to catalogues, pamphlets and various publications of like character now in general use by the progressive seeker after business.

A case in point :

I have just opened a dainty little "folder," lately issued by a long-established machinery house—a concern known far and wide for the high standard of its wares.

It is a tempting dish as one's eyes rest upon the catchy cover and note the beauty of the paper and type and its skillful manipulation, all of which portends a savory feast within, and one pauses involuntarily before turning the leaf to commend the good taste and attention so strikingly evident in the general appearance of the little work.

But the next!

No literary treat here. The appetite has been whetted to no purpose, and the interest aroused, dies.

Technically correct in the description of the device presented it certainly is, but badly crippled in its mission by the low standard of literary merit evident upon perusal, and the frequency of grammatical errors.

Bah! It leaves a bad taste in one's mouth.

There is an unbroken flow of words for many lines at a time; long, tiresome paragraphs, full of superlative adjectives, whose repeated usage rather weakens than strengthens the text.

There is a frequent repetition of one or more prominent points of excellence in the device, which, inserted without apparent regard to the appropriateness of the matter coming before and after them, fail dismally in their purpose.

The misuse of capitals lends a hand in the general carnage wrought. These are omitted where they properly belong with amusing regularity, and substituted for "lower case" with a reckless regard for the reader's intelligence and the first rules in punctuation. In the same wanton way the comma is made to play its part, being systematically substituted for the period, until one is forced to believe the compiler's knowledge to be—when in doubt, use commas.

Passing lightly over a few minor errors, which, not to be hypercritical, *will* creep into most printed matter, the general weakness of the text in the language used is one of its most disappointing features. It has no force and does not convince the reader; in fact one is apt to question whether the writer himself really believes what is written.

The "argument," if I may be permitted to call it such, is confused and jumps erratically from one point to another and then back again, without rhyme or reason, until there is nothing resembling order or clearness in the thing.

One gathers the essential features of merit in the device, it is true, but only after a virtual re-arranging of the text in the mind, and then how faint the impression really is!

What a relief and profit a few short, crisp sentences would be! There is not one in the entire two pages of closely printed type. The "folder" I have just laid aside is not an exception. There are other productions of like character with greater pretensions to power

and praise which have come within my notice, all of which suffer to some extent in their general excellence from the same cause.

If this be due to carelessness, pure and simple, watch out for the failing and hereafter bring to the preparation of the text that same degree of interest and attention so generously bestowed in other directions upon up-to-date advertising literature.

Ability not possessed can be purchased. The results obtained from a clear, logical statement of facts, attractively, convincingly and grammatically presented, in contradistinction to a slipshod method of treatment, will, in the writer's opinion, well repay for the greater trouble, time and expense which may be entailed thereby.

W. HULL WESTERN.

THE IDEAL AND THE REAL.

Country Publisher (addressing a multitude of brethren)—The advertising agent is the enemy of the publisher! But we must rise in our might, gentlemen of the press! We must stand shoulder to shoulder in the great work of exterminating this miscreant! We must fix our advertising rates to the mast-heads of our noble journals and stand by them to the last drop that courses through our veins!! (Great applause).

Same publisher (seated in his sanctum. He writes)—Messrs. Admen & Co., Gentlemen—Your proposition to run *Curem's* double-half column ad in the *Paralyser* daily one year, for which I am to receive 25 lbs. news ink and a font of wood type, is hereby accepted.

P. S.—Please hurry ink along.

FISHING LINES.

Fin—How'd you ketch all them fish?

Scale—By advertising.

Fin—By advertising?

Scale—Ya-a-s. Displayed four catching lines calling attention of fishes to the excellence of my bait. See?



A QUIET SPOT.

Jobson (in a prohibition town)—Snagsby, I have a pint of boot-leg whisky in my inside pocket. Where can we find a secluded spot where we may enjoy it unmolested?

Snagsby—Yon store across the way is kept by O. Foggy, the man that believes not in advertising. We will find the proprietor asleep, no customer will enter to disturb us, and there we can imbibe in peace.

Jobson—Then thither let us hie (they hie),

FROM THE CRADLE TO THE GRAVE.

The baby is like an injudicious advertisement—of no use whatever; but it also resembles a judicious advertisement in that it emphatically demands attention.

When the baby becomes the "small boy" he is like an injudicious advertisement, being a continual expense without visible returns; but he always manages by unique and original methods to keep in the public mind, and so does a judicious advertisement.

When he grows older and falls in love he is very similar to an injudicious advertisement, for he discloses inexperience in the best methods of winning a return; but his likeness to a judicious advertisement is evident in his careful attention to external appearances.

When he enters the state of matrimony his resemblance to an injudicious advertisement is noticeable, for his personal importance constantly diminishes; but like the judicious advertisement he has accomplished his object.

When he finally quits this world of troubles he is still clothed with the similitude of an injudicious advertisement, being soon forgotten by the public; but his virtues will receive their great reward, as will ever the virtues of a judicious advertisement.

WINDOW DRESSING.

The newer the window the more easily it can be dressed, as a rule. An old, dingy window can never be made to appear first-class. The window-dresser should know three things thoroughly—his stock, his customers and his window. If he does not know the first two he does not know what to show, and if he does not know the last he does not know how to show it. A great step toward dressing a window well is to have it first thoroughly undressed. Clean your windows well before you begin. Get every obstruction out of the way. Then get your goods together, and the work of making the display will be short and pleasant.—*Keystone.*

WE.

PRINTERS' INK has honored us by republishing several of the articles we have written upon advertising. We say, honored us, because it is an honor to be recognized as a person competent to express an opinion upon advertising by a journal that is unquestionably the ablest paper in the field. We must admit, that when PRINTERS' INK first appeared, we were strongly prejudiced against it, largely on account of its intimate connection with an advertising agency. The most sincere compliment to its worth and ability is the fact that, despite those prejudices, it has won not only our esteem, but our affections. The most marked characteristic of the paper is its fair-mindedness, and for that we esteem it.—*Clothing Gazette.*

IT HAS COME TO STAY.

The ambition of the modern department store to own the earth has brought down on it the anathemas of nearly all trades, from jewelers to undertakers. The anathemas, however, seem to have been very ineffective, for the monster emporiums pursue nonchalantly the even tenor of their all-grasping way, in contemptuous disregard of, and apparently unaffected by, the kicking of the aggrieved. We may consequently settle down to the conviction that the department store has come to stay, that it is to be a permanent and formidable competitor.—*Keystone.*

SOME OPINIONS OF ADVERTISING.

The *Bogtown Commercial* was in need of a space filler; the local was sent out to interview men in various lines on advertising. Here are some of the answers that he received:

Mason—There is no better foundation for business.

Quack—It's a bad case that it won't reach. Mucilage manufacturer—I shall always stick to it.

Theater manager—It fills the bill and the house.

Engineer—No spasmodic puffs for me. I go under a full head every time.

Carpenter—It helps build up.

Jeweler—The main spring of success.

Boxing master—Knocks out money every time.

Tailor—My trade is only so-so, but if I didn't advertise it would be simply no sew.

Grave-digger—Is it a good thing? Well, I guess! It will always open new ground.

Baker—A proof of "cast your bread upon the waters," etc.

Importer—It's a duty.

Lumberman—An "em" is good for an "M."

Druggist—A good counter irritant.

General opinion—If you're in it, you are in it; if you're out of it, you're out.

THERE was a man who had a shop,

In which he had some clo'es,

But never would a buyer stop,

Or e'er poke in his nose.

No advertisement had the man,

And no one ever knew

What sort of place he daily ran

Or what he tried to do.

He starved, but—"advertising, no!"

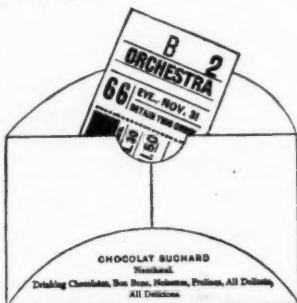
He said with failing breath;

The undertaker got him, tho',

And advertised—his death.

IT FOOLS 'EM.

The advertising novelty, a fac-simile of which appears below, consists of a piece of cardboard shaped in such a way that with the matter printed on it one is deceived, at first glance, into believing it really is a ticket and envelope.



Clever things, such as this, attract attention and cause comment, and must necessarily advertise those who employ them. Whether, however, sufficient advertising is secured to defray expenses is one of the things which no fellow seems to be able to understand.

Most publications are proud to have their columns quoted from, provided due credit is given. *Puck*, the humorous weekly, is an exception. It copyrights its matter and on occasion demands payment, for service rendered, when some other paper copies an item, joke or illustration.

THERE is one way to get a double-column portrait of yourself with a short biography in all the leading papers of the country. And that is to get a first-class trouble with your kidneys and take a certain medicine. It is imperative, however, that the disease be first-class in every respect.—*Buffalo Times*.

THE general who, after discharging one volley into the ranks of the enemy and seeing no result, should thereupon immediately retreat or surrender, might be justly called a fool or a coward. Yet business men sometimes throw up the sponge because the public fails to respond to the first insertion of a four-line advertisement, and think themselves both wise and even courageous.

It seems strange that, except the "paraphernalia" and lodge meeting cards, there is so little advertising matter in the fraternity papers. As a rule, these papers circulate among the best class of people only, and are read from date-line to "finis." To be sure, they might not prove valuable for local trade, but to the wholesale and "mail-order" merchant would probably bring large returns. F. W. D.

Ads that abuse goods—"Don't eat T—'s dinners," etc.—when they are put out by advertisers having very assured trade, have a certain value. Few people are so dull as not to feel that a triumphant note is struck by them; to feel, "Why, T— can abuse his own goods, but people will have them;" a little feeling of envy and humiliation is aroused before the supremely successful man. Used by ill-established men, such ads are harmful.

"You will find all the oldest and most successful firms in the country believe in advertising," said Mr. H. Mathias, of H. Mathias & Sons, 28 Peck Slip, New York, the other day. "Firms fifty to a hundred years old will admit they couldn't have lived as long as that without advertising, that they owe their success to it. Of course I mean firms with a specialty—something they can advertise—something that is better or different in some way from what others in their own line keep." ADDISON ARCHER.

EX-SURGEON-GENERAL HAMMOND, of Washington, made a gallant success of a "Cerebrine" reader in the New York *Press* the other day. It appeared under the heading of "A Base-Ball Row," top-of-column-pure-reading-matter, and probably not twenty per cent of the base-ball cranks who read it detected the ad in it at all. It purported to reveal the true secret of the success of the "Giants" in their Temple Cup games with the "Orioles" and "Anse's Colts," picturing in most pronounced base-ball slang two players at critical points in the game swallowing a dose of "Hammond's Cerebrine," "the extract of the brain of the ox," becoming suddenly endowed thereby with marvelous energy, knocking home runs over the center field fence and bringing in runners enough to win the championship.

THEY ALL DO IT!

Walter Baker advertised—the result we all have seen; So has Robert Chesborough, the man of "Vaseline."

Ayer, the "Pill Man," advertised—I guess he did it right, And so have many other men, such as "Cow Brand" Dwight.

Reid's German Cough and Kidney Cure is known both near and far, And Ely Bros. advertised a "Cream Balm" for catarrh.

St. Jacob's Oil's the next in line—by the Chas. A. Vogeler Co.,

Then Pittsburgh gives us Hostetter, whose Bitters are a go.

Wild Cherry Bitters of Harter's now will take the stand,

And Church is next to come along, with his "Arm and Hammer Brand."

Tut and Beecham both sell pills, by judicious advertising,

And the merits of Sherman's Prickly Ash surely are surprising.

A. B. Wilbor, of Boston, his Cod Liver Oil has sold,

And the Imperial Granum Company has gathered lots of gold.

The Pennsylvania Salt Company will tell of "Lewis' Lye,"

And Scott & Bowne insist that you Scott's Emulsion try.

S. S. S., you ought to know, your blood will purify,

And if constipated every night, Pierce's Pellets try.

Bosches' German Syrup, made by Green, is not so funny

As Warner's giving Safes for ads and medicine for money.

Hood, the Sarsaparilla man, made money by his "gumption,"

And Hazeltine, of "Piso's" fame, will cure you of consumption.

Little Bile Beans, so says Smith, your health they will increase,

But to lubricate your wagon, use Frazer's Axle Grease.

Proctor & Gamble say "Ivory" is the only soap to use,

And don't forget our Brockton friend, Douglas, of \$3 shoes.

Sapolio enough for a Chinese wall Enoch Morgan's Sons have sold,

And Royal Baking Powder spends about as much in gold.

"Troches" Brown, of Boston, don't advertise for fun,

No more than does Elijah Morse, the man of "Rising Sun."

"Cocoa" Epps has advertised, and says there's something in it,

And Syrup of Figs has coined the "stuff" since they did begin it.

"Jones, He Pays the Freight," has advertised his scales,

And like Jim Pyle, the Pearline man, has made enormous sales.

KEEP AT IT.

If you expect to conquer
In the battle of to-day,
You will have to blow your trumpet
In a firm and steady way.
If you toot your little whistle
And then lay aside the horn,
There's not a soul will ever know
That such a man was born.

The man that owns his acres
Is the man that plows all day;
And the man that keeps a humping
Is the man that's here to stay.
But the man that advertises
With a sort of sudden jerk,
Is the man that blames the printer,
Because it didn't work.

But the man that gets the business
Uses brainy printers' ink,
Not a clatter and a sputter,
But an ad that makes you think.
And he plans his advertisements
As he plans his well-bought stock,
And the future of his business
Is as solid as a rock.

Put not your paint on fences,
Nor "dodgers" in the air,
But spread your special bargains
On newspaper pages fair.
Talk to the general public,
Whom reading hath made wise—
Select a well-read paper
And in it advertise.

I PLACED an ad in the local sheet.
It told a story short and neat.
The people came in by the score
To see the bargains at my store.

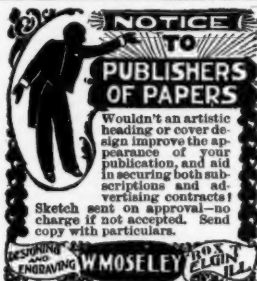
Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent
extra for specified position—if granted.

Must be handed in one week in advance.

SUPERIOR Mechanical Engraving. Photo Elec-
trotype Eng. Co., 7 New Chambers St., N. Y.

THEY PAY THEM. So say all our regu-
lar customers for
PATENT COIN MAILING CARDS.
Large circulations pay the advertiser. Our Coin
Cards will increase your circulation. Send at once
for samples to ALVORD & CO., Detroit, Mich.



THERE is but one morning newspaper printed
in the English language in New York
City whose circulation the publishers of The
American Newspaper Directory, for 1894, are
willing to guarantee by a forfeit of one hun-
dred dollars.

That paper is

The Press.

Offices:
38 Park Row, N. Y.

CIRCULATION, 150,000.

Rate, \$100 per page.

After
Dec. 15th, \$200 Per
Page.

Arthur's and
Peterson

NEW YORK.
PHILADELPHIA.

A BARGAIN IN TYPE

**NONPAREIL OLD STYLE
(FARMER, LITTLE &
CO.'S MAKE) FOR 20
CENTS PER LB.**

I have for sale about 400 lbs of the Nonpareil Old Style which has been used in PRINTERS' INK. Will sell all or part.

The terms are cash; if you don't want to buy, don't write.

WM. JOHNSTON, MGR.,

PRINTERS' INK PRESS,

10 Spruce Street, New York City.

FOR \$10.00.

Advertisement.—A publisher wishing to insert a short statement of ten lines or less in the column with and following the description of his paper, in the American Newspaper Directory for 1895, may do so at the nominal price of ten dollars, which price will include a free copy of the Directory to be sent by express as soon as issued. Ten lines will accommodate sixty words, but a smaller number of words will not be accepted for less than the price named. Additional matter may be inserted at ten cents a word. No display or full-face type can be used. Payments for statements of this sort will be expected by check or post-office order when proof is submitted. For payment accompanying the original order—\$10 for sixty words or less, and 10 cents extra for each word more than sixty—a discount of 10 per cent may be deducted. All statements of the sort indicated will be set in pearl type (of which this is a specimen), and will be preceded by the word "Advertisement." In this way it will be possible for a publisher, on his own responsibility, to convey any information that he deems important to place before advertisers and other users of the Directory, in addition to that given by the Directory itself. Not very long ago an offer of five thousand dollars was made and refused in one case for a notice similar to this now granted for a nominal sum.

The American Newspaper Directory for 1895 will also offer to publishers of newspapers, who furnish portraits, or pictures, illustrating their newspaper buildings, the privilege of having them inserted in the Directory in connection with the description of the paper at the nominal price of ten dollars, which will include a copy of the book sent free by express, as soon as issued. The necessary drawing or reproduction can be made from a photograph or other picture, and for this work there will be no extra charge. Such a picture may prove a valuable and attractive advertisement. It would appear that a publisher who owns an office building worthy of illustration, or who desires that his face shall become known to advertisers and others, may wisely avail himself of the privilege here offered. The cut must not exceed one inch in length or in width, and in appearance is subject to the approval of the Editor of the Directory.

Those who take pains to examine issues of the Directory for previous years will find specimen pictures of newspaper establishments. When a newspaper owns an office it is well to let the fact be known; for the properous papers are those that advertisers are inclined to think most likely to bring satisfactory returns. Address all communications to AMERICAN NEWSPAPER DIRECTORY, No. 10 Spruce St., New York.

You Are Included

in our invitation published in last week's PRINTERS' INK. Look it up. It may mean "millions" to you.

Our statement of circulation, furnished for Chas. H. Fuller's 1894 Advertisers' Guide, showed

**1,501,666 COPIES
PROVED**

We guarantee that the circulation for each month will be at least 1,500,000. This is greater circulation than given by any other list of the kind.

Vickery & Hill List

Pays All Advertisers

All The Time.

PUBLICATION OFFICE, AUGUSTA, ME.

C. E. ELLIS, Special Representative,
517 Temple Court, New York City.

The YEAR BOOK ISSUE

of

PRINTERS' INK,

516 Pages, Price, \$1.00, is the regular issue for Wednesday, November 28th.

It contains the names of all papers credited by the American Newspaper Directory with circulating more than 1,000 copies regularly—about 4,000 papers in all. The lists are catalogued in long primer and arranged by States, and also by classes, in the order of their circulation ratings, the largest coming first, so that an advertiser may note at a glance the papers having the highest ratings. Daily papers are catalogued first—all dailies in a State by themselves—then the weeklies and other sorts. The religious papers are catalogued in the order of their circulation ratings. The agricultural papers are arranged in the same way. German papers are arranged by themselves, and so on through the nearly two hundred sorts of class papers.

Sent by mail, postage paid, on receipt of price (one dollar). Address all orders to

...PRINTERS' INK...

10 Spruce Street, New York.

IMPORTANT

—TO—

Seed Men

The season for seed advertising will soon be here. In making up your list, do not forget

"THE SILVER CROSS"

THE SILVER CROSS is the only official organ of the International Order of the King's Daughters. (This Order has a registered membership of 400,000 on file at this office.)

It is an undisputed fact that women buy or direct the purchase of a large per cent of all seeds sold, and in using the columns of THE SILVER CROSS you appeal directly to a field of liberal and energetic women not reached by any other publication.

Only Thirty Cents per page line. Let us send you a copy of our December issue.

THE SILVER CROSS,
158 West 23d Street,
New York City.

AT \$1 PER LINE.

PLANT YOUR AD
IN
"THE MAYFLOWER"
AND
SEE THE DOLLARS GROW

Address JOS. J. DE LONG,
89 Tribune Building,
NEW YORK.

160,000 PAID-UP SUBSCRIBERS.

The Fact That THE HOUSEKEEPER

is the only woman's home paper published in the North-west carries great weight with experienced advertisers. The circulation of

Over 120,000 Copies

is general and reaches just the people among whom to advertise articles for woman's use, or for homes.

Full particulars direct, or from
Eastern Office :

517 Temple Court, New York.
C. E. ELLIS, Manager.

The Binghamton Leader,

Established
1878.

Eight Pages.
Seven Columns

BINGHAMTON, N. Y.

The *Daily Leader*, which has recently been reduced from \$6.00 to \$3.00 per year, is the only Evening Paper between New York and Buffalo with the Associated and United Press Franchises, selling for a penny.

Circulation, 8,200.

The *Democratic Weekly Leader*. Established 1869. Issued every Friday. Reduced from \$1.50 to \$1.00 per year. Eight pages, seven columns.

Circulation, 6,500.

The *Leader* is sold in 150 towns and villages and is the best advertising medium in the southern tier of New York and northern tier of Pennsylvania.

Address,

The Leader Publishing Co.,
BINGHAMTON, N. Y.

California, San Francisco.

THE EVENING POST

is recognized, locally, as having the largest circulation of the Evening Dailies. The Post sends young men and women to the foremost educational institutions of California, free, every year, as premiums for new lists of subscribers. This is one of many reasons why The Post circulates so largely among the best families of San Francisco.

The Evening Post Is Alive.

HUGH HUME, Proprietor.

F. P. BALDWIN, Business Manager.

New York Office, RHINELANDER BUILDING.

ALL the millionaire proprietary medicine concerns you can think of created their trade in Milwaukee by the help of the Evening Wisconsin. It is the foremost trade creator in its section. Do you want trade in Milwaukee?

The Eastern Branch Office of
The Evening Wisconsin Company is at
10 Spruce Street, New York.
C. H. Eddy, Manager.

Look At This!

100,000 CIRCULATION.

“WOMANKIND”

AD RATE, THIRTY CENTS....

....Best On Earth!

“WOMANKIND”

HOME:
SPRINGFIELD, OHIO.

AD MANAGER,
GEO. S. BECK.

Ohio State Journal.

Established
1811.

Leading Newspaper
Of Central Ohio.

Daily—Circulation 12,750, only morning newspaper printed at Columbus, a city of over 100,000, and reaching by early trains the best portions of Central and Southeastern Ohio.

Sunday—Circulation over 17,000, without a rival in its field, being the only newspaper circulated in Columbus on Sunday that prints all the telegraphic and local news. An especially good medium for classified advertisements.

Weekly—Now issued as a twice-a-week edition, on Tuesday and Friday. Circulation 22,000, chiefly among the farming communities of Central, Southern and Southeastern Ohio, reaching more homes in this region than can be done with any other publication.

OHIO STATE JOURNAL CO.,
Columbus, Ohio.

Illustrated Price List Free

◆◆
Printing Inks,
Best in the World.

◆◆
Carmine 12½ cents
an ounce.

◆◆
Best Job and Cut Black
\$1.00 a pound.

◆◆
Best News Ink ever seen
4 cts. a pound.

◆◆
ADDRESS (WITH CHECK),
WM. JOHNSTON, MANAGER,
PRINTERS' INK PRESS,
10 SPRUCE ST.,
NEW YORK.

THE

Key TO Successful Advertising



IS NOT HARD TO FIND
WHEN YOU KNOW
WHERE TO LOOK FOR IT.

NOTE—USE

WILMINGTON (Del.)

—use the **MORNING NEWS** (only morning paper in the State).

PHILADELPHIA (Pa.)

CALL the greatest family paper in Philadelphia.

EDGAR M. HOOPES,
Manager Foreign Advertising,
WILMINGTON, DEL.

ATTENTION
ARTISTS,
Originators and Designers.

\$100 FOR AN ORIGINAL DESIGN

We want several new and original designs, both comic and artistic, to advertise our

"HORSE SHOE" PLUG TOBACCO,

and we will pay \$100 for each and every one we accept.

Designs must be in pen and ink or in water colors, as you may prefer. **ON JANUARY 15th, 1895,** we will send checks for those accepted by us, and return those we cannot use.

The emblem of the horse shoe must be introduced in every design. with the toe down and calks (or heels) up, thus : •

Further particulars mailed on application.



Drummond Tobacco Co., St. Louis, Mo.

THE - EVENING - PRESS

DAYTON, OHIO.

Guarantees Advertisers a larger circulation than any afternoon and morning paper combined. Advertisers are given the privilege of making this a part of their contract. Rates lower per thousand circulation than any paper in this section.

ALL ITS CLAIMS ARE PROVABLE.

.....
LOUIS V. URMY, Eastern Advertising Agent,
59 Times Building, New York.

...960...**Waiting Rooms**

Desirable, Attractive,
Neat and Clean.
Over 6100 Miles.

...ON...

The
Chicago,
Milwaukee
And
St. Paul
Railway
System.

Electric
Lighted,
Steam
Heated.

....Just The Place To Advertise In....**Controlled by****G. S. Mackenzie,****CHICAGO:****1160 Monadnock Building.**

Try Illinois.

The C. N. U. STANDARD LIST of 103 papers in Illinois practically covers one of the best advertising districts of the United States.

STANDARD NEWSPAPER UNION,

CHICAGO, ILL.

103 Papers in Illinois.

Guaranteed Circulation of 100,000 Copies Every Week.

Pop. of Town.	Name of Town.	Name of Paper.	When Estab'd.	Pop. of Town.	Name of Town.	Name of Paper.	When Estab'd.
1,574	Abingdon.....	Argus	1882	1,869	Mason City.....	Independent	1880
2,330	Aledo, C. H.....	Democrat	1880	979	McHenry.....	Plaindealer	1875
2,560	Astoria.....	Argus	1880	4,285	Mendota.....	Bulletin	1862
2,322	Barry.....	Adage	1871	1,999	Milford.....	Herald	1876
1,595	Baylla.....	Guide	1880	3,398	Minonk.....	News	1878
4,832	Belvidere.....	Northwestern	1868	1,545	Momence.....	Press	1887
1,888	Bethany.....	Echo	1888	2,977	Mt. Carroll, C. H.....	D'y Democrat	1883
20,484	Bloomington, C. H.....	Lancet	1886	2,500	Mound City, C. H.....	Republican	1893
2,521	Blue Island.....	Standard	1876	3,880	Murphysboro, C. H.....	D'y Indep.	1891
1,869	Brimfield.....	News	1879	2,145	Onarga.....	Leader and Review	1870
2,759	Buda.....	Plain Dealer	1887	1,080	Oquawka, C. H.....	Democrat	1889
881	Cabery.....	Enquirer	1882	1,951	Oregon, C. H.....	Reporter	1881
1,826	Cambridge, C. H.....	Chronicle	1858	1,485	Paw Paw.....	Times	1878
3,599	Carbondale.....	Republican	1880	3,559	Paxton, C. H.....	Register	1878
860	Carpentersville.....	News	1883	1,796	Pecatonica.....	News	1872
1,654	Carthage, C. H.....	Gazette	1865	6,587	Pekin, C. H.....	Tribune	1887
1,654	Carthage, C. H.....	Journal	1868	5,883	Peru.....	News-Herald	1880
822	Cerro Gordo.....	New Era	1876	3,270	Pittsfield, C. H.....	Banner	1887
5,450	Charleston, C. H.....	Herald	1875	2,728	Plano.....	News	1872
2,282	Chebanse.....	Herald	1868	4,491	Pontiac, C. H.....	Leader	1883
	Chicago.....	Conservator	1879	4,066	Princeton, C. H.....	News	1881
2,505	Colchester.....	Independent	1873		Princeton, C. H.....	Tribune	1873
17,768	Danville, C. H.....	Sentinel	1880	12,000	Pullman.....	Journal	1880
2,140	Delavan.....	Advertiser	1885	33,313	Quincy, C. H.....	Sunday Optic	1885
3,576	Dundee.....	Hawkeye	1890		Quincy, C. H.....	Saturday Review	1873
2,174	Dwight.....	Star and Herald	1866	2,591	Rantoul.....	News	1890
2,451	Elmwood.....	Gazette	1874		Rantoul.....	Press	1873
	Elmwood.....	Messenger	1874	2,990	Robinson, C. H.....	Argus	1862
1,088	Earlville.....	Leader	1880	13,634	Rock Island, C. H.....	R'k Islander	1854
1,867	Farmer City.....	Sun	1883	23,584	Rockford, C. H.....	People's Jour.	1894
1,891	Forrest.....	Rambler	1883	3,445	Savanna.....	Journal	1885
2,217	Forreston.....	Herald	1875	1,849	Saybrook.....	Independent	1875
6,593	Galesna, C. H.....	News Democrat	1892	5,419	Shelbyville, C. H.....	Daily Union	1887
15,264	Galesburg, C. H.....	Watch Tower	1881		Shelbyville, C. H.....	W'kly Union	1883
3,142	Galva.....	News	1878	1,770	Sheldon.....	Journal	1880
4,169	Geneseo.....	News	1874	1,352	Stockton.....	Herald	1898
2,997	Gibson City.....	Daily Enterprise	1890	14,629	Streator.....	Sunday Siftings	1892
	Gibson City.....	Enterprise	1883		Streator.....	Tribune	1889
2,051	Gilman.....	Star	1868	3,940	Sullivan, C. H.....	News	1884
2,129	Hamilton.....	Press	1887	4,033	Taylorville, C. H.....	Democrat	1888
5,510	Havana, C. H.....	Democrat	1849	2,519	Toulon, C. H.....	Sentinel	1879
	Havana, C. H.....	Press	1891	2,781	Turner.....	Democrat	1888
1,609	Homer.....	Enterprise	1877	3,201	Tuscola, C. H.....	Review	1875
3,719	Hoopeston.....	Daily Chronicle	1881	2,038	Virden.....	Reporter	1879
	Hoopeston.....	Chronicle	1872	1,368	Walnut.....	Leader	1892
5,988	Kewanee.....	Independent	1870	1,587	Warren.....	Sentinel	1857
2,677	Knoxville.....	Republican	1856	1,181	Warrensburg.....	Enterprise	1880
1,865	La Harpe.....	Quill	1892	5,246	Warsaw.....	Pilot	1889
2,389	Lena.....	Star	1868	2,956	Washington.....	News	1876
5,246	Lewiston, C. H.....	News	1872	1,898	Wenona.....	Index	1885
550	Libertyville.....	Independent	1892	1,116	Wyoming.....	Post-Herald	1872
2,084	Maroa.....	News	1871				

These papers have a LARGE circulation, a good reputation and are nearly all OLD-ESTABLISHED and INFLUENTIAL.

They reach 500,000 readers every week, at a cost of only 50 cents per agate line. (No extras).

Orders received direct, or through any reliable agency.

CHICAGO NEWSPAPER UNION,

93 S. Jefferson St., Chicago, Ill. 10 Spruce St., New York.

Pittsburgh Chronicle Telegraph!

THE OLD RELIABLE NEWSPAPER
OF WESTERN PENNSYLVANIA.

Always Ahead!

CARRIES MORE ADVERTISING THAN
ANY OTHER PAPER IN PITTSBURGH.

Sells 50,000 Copies Daily!



C. J. BILLSON,
86 & 87 Tribune Building,
NEW YORK.

A Phenomenon..

IN WESTERN JOURNALISM.

THE

St. Louis Chronicle

has reached the **100,000** mark, which is the largest daily circulation of any paper west of Chicago.

A 100,000 guarantee a part of every "Chronicle" advertising contract.


If you wish to create a demand for and increase the sale of your goods, put THE ST. LOUIS CHRONICLE on your list.

FOR RATES, SAMPLE COPIES AND FURTHER INFORMATION,
ADDRESS

E. T. PERRY,

Manager Foreign Advertising Department,
53 Tribune Building, NEW YORK.

Pin Your Faith



to a paper which proves its
circulation and covers its
field honestly.

To

advertisers wishing to cover Colorado no paper
can offer the advantages presented by

The **Rocky Mountain News!**

DAILY, OVER 22,000

SUNDAY, OVER 28,000

WEEKLY, OVER 5,000

The only paper in the State producing a sworn
statement of circulation.

ROCKY MOUNTAIN NEWS, Denver, Colo.

Or HENRY BRIGHT, 11 Tribune Building, New York.



Best Paper in St. Paul,

The GLOBE

**Daily,
Sunday,
Weekly.**



**Eastern Office: 517 Temple Court,
New York City.**

C. E. ELLIS, Manager.



BIG DAILIES.

I am now selling news ink to more than a thousand different offices, covering every State and Territory, with the exception of Oregon and Alaska. Ten thousand other offices would buy of me if the owners could overcome the habit of getting trusted for printing inks.

Among the dailies which have used my inks are the following:

Akron, O.....	Democrat.	Newport, R. I.....	News.
Amsterdam, N. Y.....	Democrat.	Newburyport, Mass.....	News.
Baltimore, Md.....	Herald and News.	Norristown, Pa.....	Register.
Biddeford, Me.....	Journal.	Paterson, N. J.....	Call and Guardian.
Bridgeton, N. J.....	News.	Pensacola, Fla.....	News.
Burlington, Vt.....	Free Press.	Pittsburgh, Pa.....	Chronicle-Telegraph.
Cedar Rapids, Ia.....	Gazette.	Portland, Me.....	Express.
Cleveland, O.....	World.	Providence, R. I.....	News.
Columbia, S. C.....	State.	Portsmouth, N. H.....	Times.
Columbus, O.....	Press.	Philadelphia, Pa.....	Call.
Dallas, Tex.....	News.	Racine, Wis.....	Times.
Denver, Colo.....	Times-Sun.	Richmond, Va.....	Times.
Duluth, Minn.....	Herald and News-Tribune.	Rockford, Ill.....	Register-Gazette and Star.
Elizabeth, N. J.....	Journal.	Rock Island, Ill.....	Union.
Findlay, O.....	Republican.	Rome, N. Y.....	Sentinel.
Fort Worth, Tex.....	Gazette.	St. John, N. B.....	Globe.
Galveston, Tex.....	News and Opera Glass.	St. Paul, Minn.....	Dispatch and Pioneer Press.
Gloucester, Mass.....	Times.	Sandusky, Ohio.....	Register.
Houston, Tex.....	Post.	Shamokin, Pa.....	Dispatch.
Jamestown, N. Y.....	Journal.	Sioux City, Iowa.....	Journal and Tribune.
Jeffersonville, Ind.....	Evening News.	Steubenville, Ohio.....	Star.
Knoxville, Tenn.....	Journal.	Syracuse, N. Y.....	Herald.
Kenton, O.....	News.	Tiffin, Ohio.....	Advertiser.
Kingston, Ont.....	News.	Tacoma, Wash.....	News.
Knoxville, Tenn.....	Sentinel.	Utica, N. Y.....	Press.
Lancaster, Pa.....	Examiner and Intelligencer.	Washington, D. C.....	News and Evening Star.
Lowell, Mass.....	Sun.	West Chester, Pa.....	Local News.
Lynchburg, Va.....	Advance.	Wheeling, W. Va.....	News.
Middletown, O.....	Journal.	Wichita, Kan.....	Eagle.
Milwaukee, Wis.....	Herold and Journal.	Wilkes Barre, Pa.....	Newsdealer, Record and Times.
New Albany, Ind.....	Ledger.	Williamsport, Pa.....	Gazette and Bulletin, Sun and Times.
Newark, N. J.....	News.		
New London, Conn.....	Day.		

Several of the above papers have bought of me from four to sixteen tons each. The number of those that have bought more than a ton is amazing to me. Everybody with whom I have dealt appears to be entirely satisfied. That I am making an impression on the ink trade no one now denies. My prices are :

500-pound Barrel at 4c.,	\$20 00
250-pound Barrel at 4½c.,	11 25
100-pound Keg at 5c.,	5 00
50-pound Keg at 5½c.,	2 75
25-pound Keg at 6c.,	1 50

My ink is just as good NEWS INK as can be bought anywhere at 25 cents a pound. It is not a matter of price. My ink is the best in the world for newspaper work.

To make it certain that I can suit, all that I need is to see a copy of the paper to be printed, to know the kind of press used and the temperature of the press-room; and, most important of all, a check with the order. Address

WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

STREET CAR

ADVERTISING.



This and no other kind you are sure of getting
if you place your appropriation with

CARLETON & KISSAM,

50 Bromfield St., Boston,

Postal Telegraph Bldg., New York.

16 Branch Offices.

Long Distance Telephone Connection.



56 PRINCIPAL CITIES IN U. S. AND CANADA

in which our unapproachable service and system obtains.



The leading advertisers of the world are with us exclusively!

For Folders, Rates, etc.,

CONSULT
CARLETON & KISSAM.

9000 FULL-TIME
CARS.



No Guesswork About It

Advertisers can have a statement of the exact circulation of THE DENVER REPUBLICAN for any day and every day. Nobody connected with THE REPUBLICAN ever says "about." Facts are good enough for us. To the advertiser who wants to know EXACTLY what he is paying for,

The Denver Republican

offers the best rates in Colorado. If you will take a look at the paper itself, you can see what local advertisers think of it. They are on the ground and certainly know which paper brings the best results. For rates and circulation statement, address

S. C. BECKWITH,

The Rookery, Chicago. Tribune Building, New York.



The Field and the Paper.

...OREGON... AND THE Portland Oregonian

This combination cannot be matched in all America.

Daily, 16,418.

Sunday, 23,211.

Weekly, 13,143.

And 44 Years in the Field.

These figures may not cause surprise, but they are a good deal for Oregon ; and Oregon is a good deal to the Pacific Coast. Nor is Oregon the only field covered by THE OREGONIAN. Its supremacy over all the other papers published in Oregon, Washington, Idaho, and British Columbia was never more noticeable than it is to-day. While about all the other daily papers in this vast field have been steadily reducing their news service since the panic, THE OREGONIAN has as steadily increased its news service, and is THE representative paper of the entire Pacific Northwest.

H. L. PITTOCK,

Manager and Treasurer.

H. W. SCOTT,

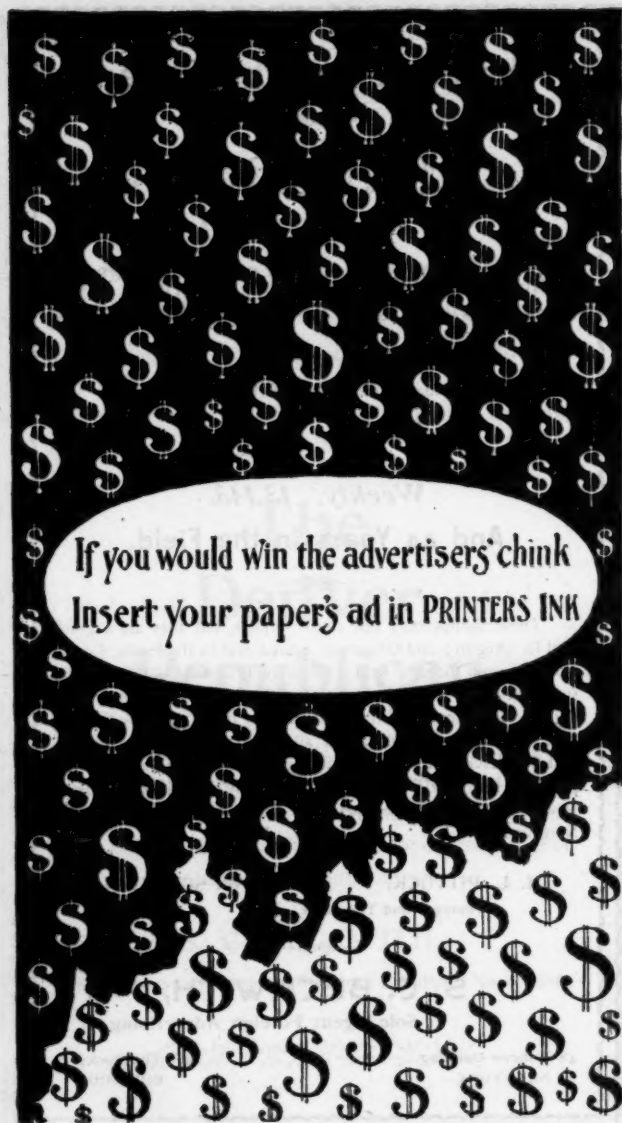
Editor.

S. C. BECKWITH,

Sole Agent Foreign Advertising,

48 Tribune Building,
NEW YORK.

469 The Rookery,
CHICAGO.



Designed by JOHN CUTLER, Newton, Mass.

ADVERTISING FOR RETAILERS.

Edited by Charles Austin Bates.

Retail merchants are invited to send advertisements for criticism and suggestion; to ask questions about anything pertaining to retail advertising; to send ideas, experiences and hints for the betterment of this department. *PRINTERS' INK* is a clearing-house for ideas—this is the retail branch.

N. C. Fowler, Jr., conducts a department called "Questions and Answers on Business Bringing," in *Trade Magazine*, Philadelphia. In reply to a correspondent, whose business I happen to know something about, he says some things which I do not agree with. I give the matter space here because I find that one of the ideas advanced by Mr. Fowler has quite a number of adherents, and I know from experience that in nine cases out of ten it is a wrong idea.

He says: "The golden rule of advertising is to advertise one thing at a time and only one thing at a time, except in special cases, and, in such cases, the articles should be separated by rules or borders."

Advertising one thing at a time in the sense of avoiding generalization is a first-rate thing, but it does not mean that the whole of the advertisement should be confined to one subject. You can advertise six things in one advertisement, and still be advertising one thing at a time.

If you can give six, or a dozen, different articles adequate representation and description in one advertisement, there is no reason why it should not be done. The only trouble is that when one tries to talk about too many things, he is likely to generalize. A safe rule is to say all you have to say about a given article, and then if there is any room left in your ad, talk about something else.

In the case in point, the business is that of a retail druggist, who has built up a large trade advertising cut prices. The advertising has been successful, and so it is above criticism. If it had been conducted on the one idea plan, it never would have brought the business it has. If a druggist advertises cut prices on soap, for instance, his advertisement will get attention from the people who want soap. If they are not interested in that particular article, they will pass over his ad. If he advertises per-

fumes, and sponges, and soda water, and brushes, with adequate descriptions and prices in each line, he will multiply the number of interested readers by the number of different articles he talks about.

A price list is one of the best things that can be put into an advertisement. If each price can be accompanied by descriptive matter so much the better, but in the case of a drug store, there are a great many things of which everybody knows the regular prices. If a druggist says that he will sell Cuticura soap at eleven cents, everybody knows that it is a bargain. If he says fifty-nine cents for Ayer's Sarsaparilla, and fifteen cents for Beecham's Pills, no description is necessary. The more prices a "cutter" can put into his advertisement, the better. All he needs is an introductory paragraph, reciting his business creed and leading up to the prices. He will find it necessary, or at least advisable, to tell people very plainly from time to time that the goods that he sells are standard goods, and that the only difference between them and other first-class goods is the price. His principal argument for trade is the lowness of his prices. That is the one point which he wishes to advertise more than anything else. It is all he needs to advertise if people believe that the quality of his goods is right.

* *

DULUTH, Minn., Dec. 4, 1894.

Mr. Chas. Austin Bates, New York, N. Y.:

DEAR SIR—Through the kindness of the Duluth *Commonwealth* (one of the city's live dailies), the advertising space of which we frequently use, we are indebted for a year's subscription to *PRINTERS' INK*, "the welcome Little Schoolmaster in the Art of Advertising," whose bright and helpful pages we find very interesting. *PRINTERS' INK* cannot help but be a great aid to all those engaged in the building of business by the art of publicity.

I carefully read the many and valuable articles on advertising that it weekly contains—ideas that can be so easily adapted to the advertising of any business. As I, during my spare time, endeavor to write the ads for our house, take advantage of your kind

offer and send you a few of my efforts and would be pleased to have, at your convenience, a few suggestions for much needed improvement. As you will easily see, I am not original, believing rather that "originality consists in adapting old ideas to new occasions." Yours, truly, FRANK BURROWS.

Mr. Burrows is writing some very good advertisements. They talk plainly and reasonably, and are well displayed. If there is any criticism to be made on them, it would be that there are not enough prices given. I have one of his circulars, which talks a good deal about lowering prices of certain lines of goods, and says that "a reduction of thirty-three and a third per cent has been made." Now it may seem very strange to business men, but there are thousands and thousands of people who cannot figure out what thirty-three and a third per cent would amount to. If a suit of clothes is worth \$18 and you are going to sell it for \$12, you had better say that, and not say one-third off, or thirty-three and a third per cent off. Nobody can make any mistake about the twelve dollars. If there were a number of suits of clothing, the discount on all of them being the same, I would carry out the price in each instance. One of the best things to do in advertising is to make the ad just as plain as possible. Don't make it at all troublesome for people to find out exactly what you are going to do. You can afford to sacrifice anything else rather than plainness. Make people understand just exactly what kind of goods you have, and how much they are going to cost.

Here is one of Mr. Burrows' ads, which was very well displayed, with a good picture of a shirt. In this case,

OUR NEW

"Break-right"

Full Dress Shirt.

Among the Breakers.

Every man who ever wore a full dress shirt knows that the movements of his body when so dressed are liable to cause movements of the shirt front of an undesirable character. It's got to give way somewhere, by breaking or bulging. Now we are selling a Shirt that has "got the bulge" on this whole difficulty. We reason logically that there's got to be a break somewhere; let's make the break and then it will break right. So we've secured this new invention, the "Break-right" bosom, and ah! here is the secret of it: The bosom is the full width, but the edge is made thin, so as to yield gracefully and not poke the front all out of shape. It works like a charm. Try it and make your dancing easy.

the criticism is that no price was given. It could not do any harm to publish the price of the article, and nine times in ten it will do good. It is a part of the description. The difference between giving prices and not giving them is illustrated in some of the advertisements of large New York jewelry houses in the current magazines.

In *Vogue*, of Dec. 6, the Whiting Mfg. Co. occupies a page, with creditable half-tone illustrations of very attractive articles. There is not a price on the whole page, and yet that is the very first information people want after they have decided that a certain article is desirable. There are several things pictured on this page which I would like to have and might possibly order if I knew the prices.

Life is too short to write to the Whiting Co. to find out about it, and going to their store is out of the question.

On the other hand, the advertisement of J. H. Johnston & Co. in the magazines is in the same general style, giving exact photographs of the articles advertised, but in this case the price is given on each article.

I saw a paper-knife in the Johnston ad. The price seemed reasonable, and I ordered it by mail, but I shall probably never find out whether the beautiful corkscrew advertised by the Whiting Co. is within the reach of my pocket-book or not. If I knew the price of it I might possibly order it.

I wonder if I am very much different from other people?

* *

In PRINTERS' INK, a week or two ago, I saw a statement that where there is not sufficient space to describe in detail the superior quality of a high-priced article, that it was better not to advertise the price.

Even this theory is contradicted in the ads of B. Altman & Co., Sixth avenue, New York. It seems to me that they make a special feature of advertising high prices. The headline in their advertisement of Sunday, Dec. 6, was "Ladies' High-Priced House Gowns." That was the biggest line in the whole ad, and it was not followed by descriptive matter. What was said was merely, "\$125, reduced to \$69," and two or three other prices equally high.

It seems to me that the people who are going to be scared by a high price in an advertisement are not the people who are going to buy high-priced goods anyway, and even if you get them into the store, there would likely be a great deal of time wasted on both sides. On the other hand, there is a class of trade who want high prices. The higher the prices are, the better they like it. If the goods are only a little bit better than the next best, they are willing to pay a little more for them. There are enough of these people, I think, to make it profitable to advertise high-priced goods, and to give the prices. You cannot sell a five-hundred-dollar article to a one-hundred-dollar man, anyway, unless you sell it on time, and that might not be profitable.

For Stoves.

Don't Get Mixed. Don't Think

That we sell nothing but Oil and Gas Heaters and Cookers simply because we advertise them. We are in the STOVE business and sell anything from an open grate to a furnace—from a Parlor Cook to a brick-set range.

"Our Workmen are Mechanics."

For Dress Goods—(By Horatio Staples).

IT MAY INTEREST

You to know that this fall has been our most successful Dress Goods season. The department is far ahead in amount of cash received, and immensely ahead in the volume of goods sold. This record is remarkable in a year of such business depression.

Three causes combine to bring about this happy result:

FIRST.

The prompt boldness with which we have caught on to opportunities for gathering great lots of new and seasonable goods.

SECOND.

Your quick and liberal response to our special bargain offerings. For which we thank you heartily.

THIRD.

The tact, efficiency, courtesy, "up-to-date" ability of our present force of Dress Goods salespeople have never been equaled here, in all our previous business experience.

(To be continued in our next).

For any business—(By H. C. Hawkins).

Christmas Hints

The task of selecting an appropriate Christmas Gift for your mother, sister, or perhaps some other fellow's sister, is one from which every man who has had experience naturally shrinks.

The following suggestions from us may assist you:

For Dolls—(By Jas. MacMahon).

Dolls' Reception.

Baby Dolls, Girl Dolls, Lady Dolls, Dressed and Undressed Dolls, Laughing and Serious Dolls, Blonde and Brunette Dolls, have congregated in our Washington st. window, where they will hold a doll reception during the week, to which all little girls and boys are cordially invited. The dolls will no doubt each choose from among the thousands of little ones who look in upon them the one they would most desire to live with after the holidays.

For Men's Furnishings—(By H. C. Hawkins).

Have You

ever thought how much your personal appearance has to do with your chances for success? First impressions are lasting, and correct attire goes a great way toward helping you to make a good impression. One of the most important considerations of every man who would dress well is his

Neckwear.

In this line we carry the largest stock in the city. Our assortment of Neckties embraces all of the latest shapes at prices ranging from 50 cents to \$2. The variety of color and pattern, both in neat and novel effects, is extensive, but all meeting with the exacting requirements of FASHION.

For Umbrellas—(By H. C. Hawkins).

For "Her."

Why not give her a nice silk umbrella, bearing in mind that the beauty of a gift lies in its utility.

Our stock of Ladies' Umbrellas was never before so large nor so handsome.

There are the ever-popular blues and blacks, and also nobly effects in changeable silks.

The handles show a wide variety and include artistic Dresden handles, dainty and stylish.



Advertising Fable No. 4.

An old man bade his sons try to break a bundle of sticks. They could not do it, but when the sticks were separated and tried singly they were easily broken. "See, my sons," he exclaimed, "the power of unity."—Æsop.

Long experience, ample capital, extensive facilities, carefulness, skill and the ability to prepare striking advertisements are the sticks from which are made that complex unity—a good advertising agency.

Almost every advertising agency has one or more of these things to offer, but the best results can only be secured when every "stick" is in its proper place in the bundle.

If we were not sure about the strength and completeness of our own bundle, we wouldn't quote this fable.

Write to us.

The Geo. P. Rowell Advertising Co.,
10 Spruce Street, New York.

ROWELL P.W.G. Co. N.Y.

